

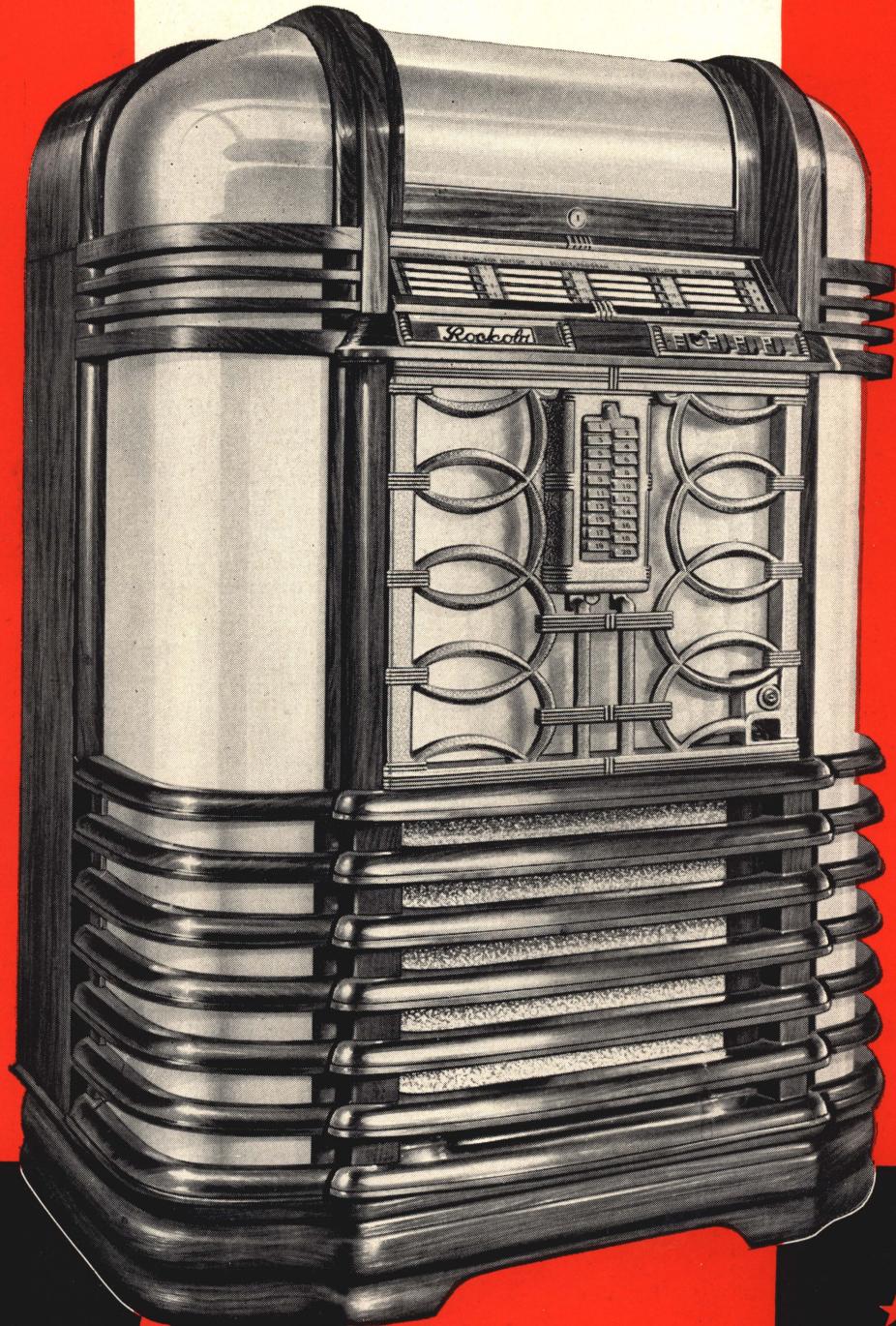
*Ideal scale
add page 14*



The Coin Machine Review • February, 1939

Buy a 1939 phonograph

BUY THE BEST, IT'S ROCK-OLA'S



Rock-Ola

Luxury Lightup
FOR 1939!

**most beautiful instrument
in the world.**

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West coast distribution in
Los Angeles by

W.M. NATHANSON
2833 WEST PICO STREET

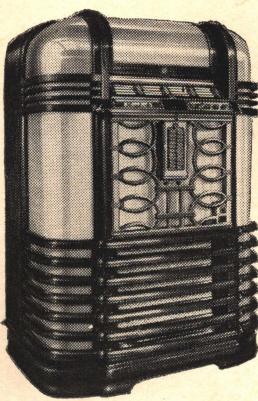
•
in San Francisco by
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•
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NORTHWEST SALES CO.
3144 ELLIOTT AVENUE

LIBERAL FACTORY TRADE-IN
ALLOWANCE ON OLD PHONOGRAFS

★ **1939 ROCK-OLA DELUXE**
(AS ILLUSTRATED)
★ **1939 ROCK-OLA STANDARD**
(SLIGHTLY SMALLER)

MFG. CORPORATION • 800 NORTH KEDZIE AVE., CHICAGO, ILLINOIS • U.S.A.



COME AND GET 'EM!

Two Deluxe Models to suit your locations and your pocketbook. You buy the highest quality ever offered in the phonograph line. Acclaimed by thousands of operators as the winner for 1939 at both Coin Machine Shows in Chicago.

There is a special deal for you, Mr. Operator!

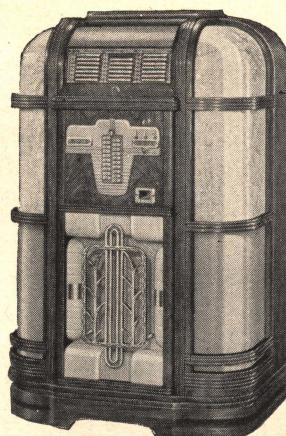
Come and Get 'Em!

Wm. Nathanson

2835 West Pico

Los Angeles

Parkway 9191



Announcement

The shows are over. The industry looks to the future and new equipment that will stimulate the operating business. Reports brought back from the shows by west coast men are particularly encouraging and with 1938 shelved in our memories we look forward to 1939 with renewed interest.

Many new merchandise vendors, and coin-operated equipment of various other types, will be released in the immediate future. New machines that will open new fields for operators will soon be ready and every indication points to a successful and prosperous 1939 for operators.

With greater responsibilities than ever before placed on the REVIEW, we have made greater plans to serve the industry during 1939. We have called upon the very best writers available in the industry. We have added to our staff men who know the business from every angle, men who have devoted a great deal of their time to the coin machine business, men who are capable of dealing with the most vital timely subjects.

Among those writing in forthcoming issues will be William Nathanson, one of the outstanding personalities on the west coast and certainly not a newcomer to REVIEW readers. Beginning with this issue Mr. Nathanson will contribute an article monthly dealing with vital questions pertaining to our business. Other writers, equally as well known and respected in the industry, will be announced from issue to issue.



Congratulations are in order, and Jim Buckley, general salesmanager of Bally Mfg. Co., gives them to Carl Hoelzel of Kansas City, United Amusement Co. on his winning the CMMA Show's grand prize—a Chevrolet sedan.

Around Northern California

SAN FRANCISCO (RC)—With \$21,200,000 being spent for amusement in San Francisco in 1939, as estimated by Californians, Inc., business this month has shown a marked improvement. At a period when the coin machine game is usually at its low tide, this sharp upturn in affairs has given rise to individual and collective rejoicing along The Row. Vance Mape names the new remote-

control Seeburg Pla-Boy as the best number this month, while Heine Grusenmeyer of Advance Automatic reports a tremendous speed in both new and used games. Stoner's Chubbies have remained tops all month with Daval's Side-Kick and Genco's Bubbles close seconds. Mills' Vest-Pocket Bells have practically split the town wide open with their success. On the market only a few weeks, they have sold better than any other machine in their field for years.

Leo Gerckens, now associated with (See NO. CALIF., Page 30)

NO PICTURES!

Pictures don't do justice to it—you'll have to see for yourself! We think it's a little gold mine—and we know it's the machine you've been waiting for! It's the brand new

Northwestern 39

the one all-purpose, all product vendor that has EVERYTHING! Appearance is commanding . . . mechanism is perfect in operation . . . its slug ejector is highly efficient . . . its flexibility is all you want. It's compact . . . low in cost . . . high in earnings. DON'T WAIT FOR BETTER TIMES—MAKE TIMES BETTER YOURSELF! See the new

Northwestern 39 Today!

WILL P. CANAAN

Authorized Northwestern Distributor

1347 W. Washington Blvd. . . . P.Rospect 4912 . . . Los Angeles

Come and Get 'Em!

Only 8 left!

Seeburg Crowns. The price is \$232.50 each.

Only 5 left!

Seeburg Regals...\$232.50 ea.

Only 4 left!

Seeburg Royals \$142.50 ea.

Only 4 left!

K-20's \$125.00 ea.

Come and Get 'Em!

Wm. Nathanson

2835 W. Pico . . . Los Angeles
Parkway 9191

*We are proud to announce our
appointment as exclusive distributors for*

ROCK-OLA

In WASHINGTON (except far eastern section)
BRITISH COLUMBIA and ALASKA

We carry on hand for immediate delivery a large stock of both
ROCK-OLA LUXURY LIGHTUP and STANDARD
model phonographs.

Investigate our liberal allowance on your used equipment.

NORTHWEST SALES

3144 ELLIOTT AVENUE

SEATTLE, WASHINGTON

4
COIN
MACHINE
REVIEW

IT SCOOPED THE SHOW! ■■■ Not Coin Operated ■■■

Evans'

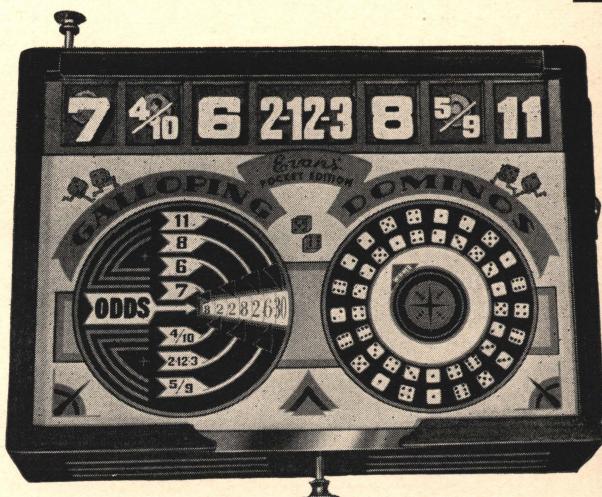
Sensational Counter Game Innovation POCKET EDITION GALLOPING DOMINOS

A sure bet for Operators! A "natural" for restricted territory! Unlike anything ever presented! Has no conventional coin slot—operates in an entirely new manner! Produces big juicy profits . . . absolutely without grief!

New novel coin receiver remains locked after each play until counter attendant clears it! Player makes selections by placing coins under desired numbers in coin receiver. Play rod is pushed, which spins both dials. Right dial shows winning number, left dial indicates odds of 2-1 to 30-1.

No chance for gyping! Eliminates losses and disputes! Enables operators to give locations larger percentage of receipts . . . locations pay winners from their share!

*At Your Jobber, or Write, Wire or Phone
Haymarket 7630*



Convenient Counter Size
12" x 17" x 3" high

LOW PRICE!

H. C. EVANS & CO.

1520-1530 W. ADAMS ST.

CHICAGO

Bally HAWTHORNE

10-WAY MULTIPLE • DOUBLE RESERVE

- Operate With or Without Multiple
- Operate With or Without Reserve

You CAN increase your multiple earnings. The new HAWTHORNE Double Reserve Feature guarantees continuous repeat play. No slump when Red Reserve is hit—because the Green Reserve remains as big as ever. Player can play 10 or more coins and multiply award by number of coins played (up to 10) . . . and you're practically guaranteed at least 5 nickels per game, because 5 nickels guarantees the player a crack at both Reserves.

HAWTHORNE will boost your multiple earnings above your best previous records. Order today.

\$209.50

TICKET MODEL
\$221.50



BALLY SUPREME

WITH AMAZING NEW

KICKING BUMPER and SOUND EFFECT

NEW KICKING BUMPER looks like a regular spiral bumper—BUT kicks ball all over the board, shooting the score sky-high and giving high-score fans Five-Figure Fever! A really sensational play-getter . . . order SUPREME and see for yourself!

ELEVEN ROLL-OVERS

EACH SCORING 1000 TO 2000
BELL RINGS FOR EACH 1000

- OUT-BALL RETURN
- PROGRESSIVE SCORE
- LIGHT UP PLAYFIELD

FULLY METERED AND ADJUSTABLE

5-BALL PLAY
44 IN. BY 22 IN.



\$79.50

FREE PLAY
MODEL \$89.50

Write for literature on Bally's complete line of Novelty and Payout Games, Counter Games, Consoles, Twin Bell, and the sensational Bally Beverage Vender.

BALLY MFG. CO.

2640 BELMONT AVENUE
CHICAGO, ILLINOIS

"Shot at the Show"

of the Coin Machine Manufacturers of America, held at the Sherman Hotel, Chicago, last month, were these pictures of exhibits, exhibitors, and visiting coinmen. Upper left: the attractive Exhibit Supply Co. display; a neon sign proclaimed the sponsor. Group in upper right corner: two Daval attendants and an operator flank William Shafran, Daval vice-president, and I. D. Rotkin, Daval advertising manager. Willard Seefeldt, advertising manager, pauses with his assistant for a picture at the Pan Confection booth. Before the REVIEW booth are (seated, left to right) Miss Blanche Rowin, secretary to H. F. Moseley, Joe Bell, Mrs. H. F. Moseley; (standing, left to right) H. G. Cottrell, Moseley, himself, of "00 Broad Street" fame, all of Richmond, Va., and R. N. Strange, Danville, Va. G. V. Hamilton, Hamilton Enterprises, Inc., Kansas City, Mo., shows his products in an attractively

set up booth. In the long, narrow strip are speakers at their table at the banquet.

Left-center group: a closer view of the Daval booth, and its two shapely attendants. The display of Hecht Nielsen, Chicago's Columbus distributor; Nielsen (right) is shown with his assistant. The three Robinsons from Los Angeles are shown with Sam Wolberg, vice-president of Chicago Coin Machine Mfg. Co. in front of the firm's display; left to right are Curley Robinson, AOLAC executive, Operator C. A. Robinson, Wolberg, Phil Robinson, Chicago Coin representative on the coast. William Nathanson, Rock-Ola distributor for Southern California, indicates his favorite magazine by posing at the REVIEW booth. At right center is shown the Silver King line at the display of Automat Games, together with the new Factory Kings and Silver Charms machines.

Below is a portion of the crowd of banqueters on the main floor of the Sherman Hotel's grand ballroom.

CMMA Show

sets key for '39.

CHICAGO.—This year of our Lord has already seen its first coin machine show come and go. Approximately 3500 visitors registered for the affair held at the Sherman Hotel, here, January 16 to 19, according to report of James Gilmore, secretary-manager of the Coin Machine Manufacturers of America which sponsored the event and played host, and 1200 of the visitors dug into their pockets or the pockets of exhibitors, for tickets to the banquet. The final count showed 99 exhibiting firms occupying 175 booths.

Unique features of the CMMA affair included the interchange of admissions to the convention of the National Association of Tobacco Jobbers at the Palmer House, the first annual All-Industry Refrigeration and Air-Conditioning exhibition at the Stevens Hotel, and the coin machine show at the Sherman, all held on virtually the same day, simply by a show of badge indicating registration at any one of the three, and Secretary Gilmore's interview with Bob Purcell over Chicago's WCFL, wherein Tom Watling's golden anniversary was mentioned, and the story of the industry was broadcast to listeners-at-large.

As regards the various departments of the industry: Music machines, displayed in full bloom at the NACCOMM Show, were less in evidence here; wall boxes and remote control ideas seemed to be this division's most important new offering; Cabinets, grilles, needles, covers and similar items were on display as usual.

In the merchandising field, cigarette

vendors were strongly displayed, as were the candy bar vendors, with some machines serving a dual capacity and vending either cigarettes or candy, or both. New stick gum machines, and beverage vendors attracted interest. Bulk vendors, more or less stabilized within the past few years, were on hand in wide variety, and scales were more predominant than in other shows past.

Trade stimulators, including small counter machines in which amusement and chance are combined, were amply displayed, and ranged from these same devices, through colorful punch boards, to the more recently developed jar deals. Premiums were displayed in conjunction with this group, and with the diggers and the single rotary machines on exhibit.

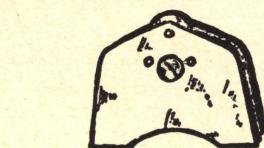
Novelty tables, consoles, payouts and bells were shown in somewhat wider variety than at the December conclave. A miscellaneous group of machines, including arcade equipment, also was in evidence, together with a general showing of parts and other supplies.

CMMA's board of directors has announced that their next annual exhibit will be held at the Sherman January 15-18, 1940.

PHONOGRAPH, PIN GAME, DIGGER, SLOT, SKEE BALL, SALESBOARD, CIGARETTE and VENDING OPERATORS Standard and Special

COLLECTION BOOKS

Baltimore Sales Book Co.
120 WEST 42nd ST. NEW YORK CITY
Attention Mr. Chas. Fleischmann



Percentage Regulators

Made of case hardened steel, with steel rollers. They fit perfectly on the star wheel of Mills, Pace, Jennings or Caille machines.

When ordering, state make of machine, also whether 10 or 20 teeth on star wheel.

PRICE

50c Each: \$5.00 per Dozen
\$32.50 per Hundred

M. T. DANIELS
1027 University Avenue
WICHITA, KANSAS

TOPPER

TOPS THEM ALL

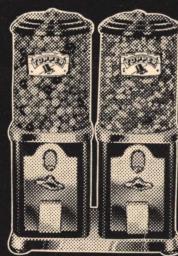
For Beauty, Quality Performance and PRICE

TOPPER is unquestionably The Most Practical Bulk Merchandise Vender Ever Built



16 New Outstanding Features

POSITIVELY MAKES TOPPER "THE TOPS"



★ Vends Everything -
★ Charms
★ Ball Gum
★ Peanuts
★ Candies
★ Pistachios

Capacity: 5 lbs. Mdse. - 900 Balls of Gum

TOPPER GOES TO TOWN
World's Fastest Selling Vendor

**Reliable Vending
Machine Co.**

452 Venice Blvd., Los Angeles, Cal.

ROWE "ARISTOCRAT"

6 COLUMN - SLUG PROOF - 15¢ CIGARETTE VENDORS

Capacity: 150 Packs. Equipped with Free Book Match Vendor. Outside Finish and Mechanical Condition GUARANTEED LIKE NEW.

— ONLY —

\$22.50
EACH

Remit 1/3 Deposit,
Balance C. O. D.

LOTS OF 5 OR MORE
\$20.00 EACH

● NOTE ●
20c MODEL "ARISTOCRATS" \$2.00 Extra. Metal Floor Stands furnished at \$3.00 each.

Another Good Buy
50 Reconditioned EVER-
READY 4-Col. 1c Nut and
Confection Vendors



— ONLY —

\$6.50
EACH
5 OR MORE
\$5.50 EACH

1141 DeKalb Ave.,
Brooklyn, N. Y.



We've moved because
U-NEED-A-PAK offers

- ★ Lowest-Priced Equipment
- ★ Highest Trade-in Allowances
- ★ Greatest Flexibility
- ★ Most Efficient Mechanism

and the many operators who have learned
that U-NEED-A-PAK operation is profitable,
have given us a volume of business that de-
mands larger quarters.

U-NEED-A-PAK DISTRIBUTING COMPANY *announces*

New, central Los Angeles quarters, consisting of sales room and warehouse equipped to meet the instant demands of cigarette and candy machine operators!

A **complete** line of merchandisers will be on display and a stock of hundreds of machines in assorted colors and sizes* from which to choose will be available at all times.

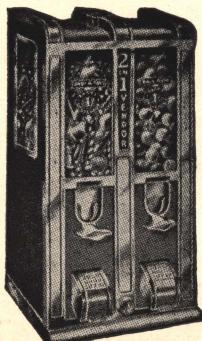
A cordial welcome is extended to all operators!

**The 15-column cigarette merchandiser in particular is meeting with such tremendous acclaim that operators are buying this model in preference to all others by a ratio of 3-to-1!*

1405 W. Washington Boulevard
Richmond 2167
Los Angeles, California
Will R. Golden, Salesmanager

Midwest Office
10308 Superior Avenue
CEDar 6624
Cleveland, Ohio

2 in 1 VENDOR



More and more
"smart" operators
are ordering and re-
ordering 2-in-1 Ven-
dors. They tell us that
the 2-in-1 Vendor is
the **MOST PRACTI-
CAL BULK PENNY
MERCANDISER
BUILT TODAY.**

Write for new
LOW Prices

D. Robbins & Co.
1141 De Kalb Ave.
Brooklyn, N. Y.

Golden Occupies

new central quarters.

LOS ANGELES.—As the REVIEW goes to press, Will Golden reports that carpenters are still hammering, painters are still painting and the finishing touches are being added with the installation of fixtures, rugs and other appurtenances, to his new, larger, and more centrally located headquarters at 1405 West Washington Boulevard. However, he promises that visitors will be made to feel at home in spite of the commotion. A last minute inspection reveals that for the number of machines being hauled in and out of the place constantly, things are running pretty smoothly.

Golden, once head of the CMA of New York, and formerly associated with another cigarette vending machine company and with the tobacco jobbing business, has been in Los Angeles about six months in the interest of U-Need-A-Pak products. Until this month he was located on the thirteenth floor of the Hollywood Storage Building, from which point he introduced U-Need-A-Pak cigarette merchandisers and U-Need-A candy merchandisers to a great many operators. The fifteen column cigarette machine in particular has attracted a great deal of interest, he reports.

Volume of business demanded larger space, and need for more central showrooms and warehouses resulted in his removal to the present new quarters which provide attractive display spaces, offices on a mezzanine balcony, and storage room for several hundred machines. Golden asserts that the stock will be kept filled at all times so that any sized machine, and in any color, will be available at the demands of the operator.

Golden is western head of the U-Need-A-Pak Products Corp., and U-Need-A Merchandiser, Inc., both of Brooklyn, N. Y. The company's other office, headed by his brother, is located in Cleveland. Between them the two brothers cover a vast territory with these products.

policy beneficial to operators of all sections. At present certain sections are represented only by independent operators and not by an entire organization of united operators.

With this idea in view state officers have helped form two local groups. Operators in the Reading section are working toward a local, representative organization. Allentown operators also have cooperated in the idea of joining together in a unified association.

Under the direction of state officials local groups have begun the distribution of petitions referring to the Pennsylvania State mercantile license. These petitions, signed by voters in all districts and forwarded to Harrisburg, where the state legislature is now meeting, advocate a tax of \$5 on each machine and permission to issue prizes for all games of skill. With issuance of these petitions favorable action may soon be obtained from the legislature.

As a colored doorman ran down to open the limousine door, he tripped and rolled down the last four steps.

"For heaven's sake, be careful," cried the manager. "They'll think you're one of our members."

The Nation's Industrial Outlook Brightens

The hopeful view of leading industries for 1939 should be encouragement for coinmen; industries with the brightest possibilities provide excellent vending machine locations.

"Industrial marketers"—so reports the magazine, "Industrial Marketing," published in Chicago—"face a new year hopefully. . . . There are no particularly bad spots on the industrial map, but among the industries which may be expected to stand out and greatly influence the activity of many others are building and construction, electrical, utilities, aviation, railroads, steel and chemicals."

To determine specific feeling within the given branches of industry-at-large, "Industrial Marketing" editors called upon the editors of trade papers within the variously classified fields for their views and comments. A summary of opinions from the major fields is given here for two reasons: First, for the general encouragement of the operator, since good business means better coin machine income; and second, as a guide for operators who are seeking industrial locations. It is a self-evident fact that industries looking forward to better times will be better spots for the operator, for employment will be at a higher level, confidence will be greater, and workers will spend more. If vending machines are easily reached, workers will spend quantities of coins there. Here, then, are the reports of authorities in the major fields of industry:

Air Conditioning.—Predicted increases in new home construction during the coming year, and an expectation of better general business conditions make prospects for winter air conditioning equipment, warm air heating apparatus and small capacity summer cooling equipment bright, and should make 1939 a good year, asserts J. D. Wilder, Editor, "American Artisan."

Automotive Industry.—Automobile manufacturers believe that a rapid rise in automobile buying during the late fall of 1938 forecasts an output of 3,500,000 cars and trucks during 1939—an advance of one-third over 1938. The prediction is based on the premise that there will be no reversal of current trends of business generally.—Automobile Manufacturers' Association.

Building & Construction.—With an estimated 500,000 dwelling units as the outlook for 1939, dealers in lumber and building materials, and the contractors with whom they work, are looking forward to a year of profitable operation, according to Harold H. Rosenberg, Editor, "Building Supply News." Bernard L. Johnson, Editor, "American Builder," maintains similar views in declaring that "The building industry is faced with better prospects for a prosperous year than at any time in nearly a decade."

Chemical Process.—The record for 1938, however well it was made by the chemical industries, may easily be exceeded by that of 1939, says H. E. Howe, Editor, "Industrial and Engineering Chemistry." He declares one must not forget the fundamental position of the chemical industries in relation to all other industries, and the fact that im-

provement in almost any business sector is reflected in increased demand for products of the chemical industries and its consequent improvement.

Electric Utility Industry.—Barring an unforeseen business calamity, states S. B. Williams, Editor, "Electrical World," indications are that power output during each week of 1939 will be larger than the same week for any previous year. If industrial production undergoes any substantial increase, as is expected, expenditures in this field likely will exceed a half billion dollars, the largest expenditure since 1931.

Ceramics and Glass.—Definitely tied in with home life in many ways, the expected building boom will do much for the ceramic industry which is concerned with refrigerators, stoves, dinnerware, window glass, ironers, washers, bathroom fixtures and the like. Modernization schemes already have done much good in this direction. Remarkable progress in the glass industry has been made recently with applications of fibrous glass insulation in ships, railway cars and for other uses. Fibrous glass is hopefully looking forward to an eventual \$78,000,000 annual market, reports Rexford Newcomb, Jr., Assistant Editor, "Ceramic Industry."

Export.—Though volume of exports to Latin America suffered somewhat during the first eight months of 1938 (the period for which figures have been completed), showing a loss of 9 1/3% from the same period in 1937, curtailed business in Mexico was responsible for most of the lowered revenue. For this period, thirteen leading countries purchased \$310,396,000 worth of goods of all sorts from the United States. The 1939 outlook for the sale of capital goods to Latin America is definitely favorable. J. Seward McClain, "Ingenieria International," declares that "Active demand for industrial equipment and supplies is widespread, and the Lima conference may be depended upon to deepen the channels of inter-American trade. Recent developments in Europe and the Far East are welding the Americas into a trading bloc, despite misleading reports of German victories on the commercial front."

General Industry.—Pump-priming, improved labor relations, a more independent congress and present-day attitudes of management are all regarded as favorable factors for improved 1939 business by C. L. Morrow, Editor, "Factory Management and Maintenance." Morrow foresees early improvement resulting from the aggregate of a large number of relatively small improvements in industrial plants, followed by larger programs of modernization and new construction as confidence increases. Hartley W. Barclay, Editor, "Mill & Factory," reports a recent survey in ten key cities shows the opinion of executives to be one expecting a substantial improvement in business volume—approximately 15%, according to average estimates

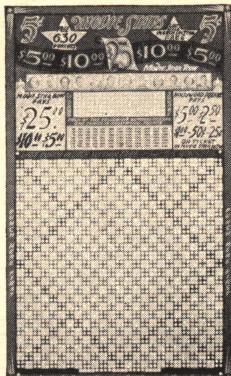
—during the first three months of 1939. There is, he declares, expectancy that prices of finished products will advance during 1939 as manufacturing costs increase, and he strikes one unfavorable note in reporting "a substantial pessimism regarding the possibility of improved profits."

Metal Working.—The first half of 1939 showed a sharp decline in sales and production in the metal-working industry compared with the same period in 1937, but a strong upward surge brought substantial recovery during the summer and fall. Machine tool business doubled from May to August; steel operations jumped from 26% in June to 62% late in October; motor car output dragged through the first nine months of 1938 and soared to the highest point of the year in December. Government orders in connection with national defense probably have been the greatest domestic stimulant to the metal-working trade during the past year, as orders ran into tens of millions of dollars. Many influences are at work to accelerate the operating rate in the metal-working industry in 1939: automobile assembly, building construction programs, users making consumer goods, and a continued national defense program, thinks Burnham Finney, Editor, "American Machinist." J. H. Van Deventer, Editor, "Iron Age;" E. C. Kreutzberg, Editor, "Steel," and those connected with other related publications stress the same points, but indicate a belief that it will be more difficult to make a profit in 1939.

Oil and Petroleum.—American Petroleum Institute estimates that the industry spends in excess of \$975,000,000 annually for equipment and materials. Expenditures were fairly well maintained by oil companies during 1938, and despite drawing on large warehouse stocks of equipment as well. These stocks will not be available in 1939, and it is expected that oil companies will buy relatively more, reports Warren L. Baker, Editor, "The Oil Weekly."

Plumbing and Heating.—For the industry as a whole, a 35% gain in volume is expected as the probable upper limit, with a 20% gain the lower limit, thinks J. U. Farley, Marketing & Research Bureau, "Domestic Engineering." Wholesalers are expected to replenish stocks allowed to be cut to an absolute minimum during last year, and this likewise is expected to boost the industry's general sales.

Pulp and Paper.—The past few years have witnessed the greatest building boom in the history of U. S. pulp and paper. New mills have been and are being built all through the South, and many of the already established mills are working on extensive modernization and expansion programs. Expectation is that the pulp and paper industry will continue its forward strides, and further developments in newsprint may result in a rejuvenation of that division of the industry which in 1937 supplied only 22% of the domestic consumption, as



GLOBE 1939 SPECIAL

MOVIE STARS

A sensational step-up board featuring your favorite movie stars which invites fast play. A 2520 hole board at 5c a punch with 630 free punches. The Hollywood Square contains 132 tickets paying 25c to \$5.00. The Movie Star Row contains 12 tickets paying \$5.00 to \$25.00. Takes in \$94.50, average payout \$42.28.

PRICE \$4.90

Globe Printing Co.

1023 RACE STREET
PHILADELPHIA, PA.

serts Harry E. Weston, Editorial Director, "The Paper Industry and Paper World."

Railways—Samuel O. Dunn, Editor, "Railway Age," declares that "There has been under the New Deal no progress whatever in overcoming the handicaps—most of them political—which have placed the railroad industry in the ranks of the under-privileged and under-nourished. Nevertheless, even under a regime of poverty, there are ups and downs—periods of no net income at all, followed by periods of less penury. The railroads now appear to have left behind the former of these two periods, and to have entered the second . . . There are many observations which will support a prediction that railway traffic and railway earnings of 1939 should approach those of 1936, when net railway operating income was 667 million dollars. By the same token, purchases by the railways from the manufacturing industries in 1939 should also exceed 600 millions, surpassing 1938 purchases by upwards of 80%."

Shipbuilding—Prospects for 1939 are brighter than at any time since the World War, believes H. H. Brown, Editor, "Marine Engineering and Shipping Review." Greater progress has been made in shipbuilding in 1938, he continues, than in almost any other industry in the U. S. For the third consecutive year shipbuilding has set a new peace time record in the volume of vessel tonnage under construction, and in 1939 both merchant and naval shipbuilding are on the threshold of further expansion.

Textiles—During 1938, reports John C. Cook, Director of Research, "Cotton," the textile industries—cotton, dyeing,

bleaching and finishing, rayon and silk, wool—set their sales generally in accordance with prevailing trade winds and quite generally avoided over-production and glutted markets. Due to this policy prices on yarns and finished goods held up remarkably well and current reports indicate a quick response of production to increased demands. Production figures and the consequent demand for running supplies and operating equipment in the industry have run from 15% to 25% behind 1937 figures which were generally considered an all-time high for the various divisions of the industry. It seems likely that the same course as in 1938 will be pursued in 1939.

Wood Working—Both wood producing and fabricating plants in all sections of the country are laying plans for increased production in 1939, declares M. B. Pendleton, Editor, "Wood Products." Conservative opinion in the industry predicts at least a 20% increase in business for 1939 with a possible increase as great as 30%. Even a 20% increase would tax the capacity of many plants, as the great majority have enjoyed good business since the middle of last July.

Mangano Visits Coast

LOS ANGELES.—Tony Mangano, president of Howard Sales Co., Omaha, demonstrates a belief in the old adage about the "early bird," thereby helping to pave the way for his success in the coin machine business. The staff of the REVIEW doesn't lie abed late in the morning, but—Mangano showed them a trick or two by being the first visitor of the day one morning not long ago. The Nebraska coinman picked up a new car in Detroit after attending the December Show in Chicago, and drove leisurely west. He expects to remain in Los Angeles vacationing for several weeks longer, and then to take in the Golden Gate International Exposition at San Francisco before he returns to Omaha.

MAILING LISTS

Newly compiled lists of OPERATORS. Worth many times more than we ask.	
1,500 Texas Operators	\$10.00
298 California Operators	2.00
154 Tennessee Operators	1.00
92 Louisiana Operators	1.00
108 Oklahoma Operators	1.00
112 Florida Operators	1.00
185 Mississippi Operators	1.25
102 Georgia Operators	1.00
171 Arkansas Operators	1.25
273 Operators in Colorado, Utah, Idaho, Arizona, New Mexico, Washington, Montana	1.75
292 Operators in Virginia, West Va., N. Car., S. Car., Alabama, Washington, D. C.	2.00
130 Kentucky Operators	1.00
200 Missouri Operators	2.00

The above States total 3,617 names. This entire list may be had for \$17.50. Send remittance with your orders. Lists mailed within 48 hours after orders received. Also Eastern lists may be had.

SUPREME PRODUCTS CO.
333 N. Michigan Ave. Chicago, Ill.

Texas Doings

HOUSTON (RC)—Stelle & Horton held a public showing of new Rock-Ola phonographs January 6 in the showrooms of their sales plant on Louisiana Street. The affair was well attended by music operators of Houston and South Texas.

On January 1, 1939, Hans Von Reydt became exclusive Wurlitzer distributor for Houston and the surrounding territory. On the same date he held open house at his place of business on Main Street, welcoming friends and customers from over Texas. During the Holidays Hans and Mrs. Maria Von Reydt opened their beautiful new home in Riverside Terrace, celebrating the event with a house warming which was attended by hosts of friends. The house was a combination home coming and Christmas present for Mrs. Von Reydt, recently returned from a five months' stay in New York.

DALLAS (RC)—On Dec. 28, 1938, at the Adolphus Hotel, Electro Ball Co. of Dallas held a preview showing of the new Seeburg phonographs and Seeburg selective wall boxes. Manager Arthur Hughes, assisted by Seeburg officials, was in charge of the affair which consisted of a one o'clock showing in the Crystal ball room, followed by luncheon; a cocktail hour from 7 o'clock until 8; supplemented by a dinner dance, with Jimmy Dorsey and his orchestra furnishing music. An estimated crowd of three hundred operators from Oklahoma, Texas, Louisiana, Arkansas, Mississippi, and New Mexico attended.

EL CAMPO (RC)—One of the few woman operators of South Texas is Mrs. A. L. Gidden of El Campo. Mrs. Gidden is successfully carrying on the extensive phono operations of her deceased husband I. D. Gidden. Mr. Gidden was killed recently in an accident.

It is not necessary to be in a key position before you unlock the door of opportunity.

NOTICE

Subscribers should report any changes in address DIRECT to us. The Post Office Department will no longer permit the delivery of mail incorrectly addressed and second class mail will NOT be forwarded. NOTIFY US at once of any error, or change, in your address.

COIN MACHINE REVIEW

1113 Venice Blvd. Los Angeles

NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"

MACHINE NUMBER

142

W. W. WILCOX MFG. CO. CHICAGO

Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled over-all size $\frac{3}{4}$ " x $2\frac{1}{2}$ ". Can have any lettering or numbering on plate within reason.

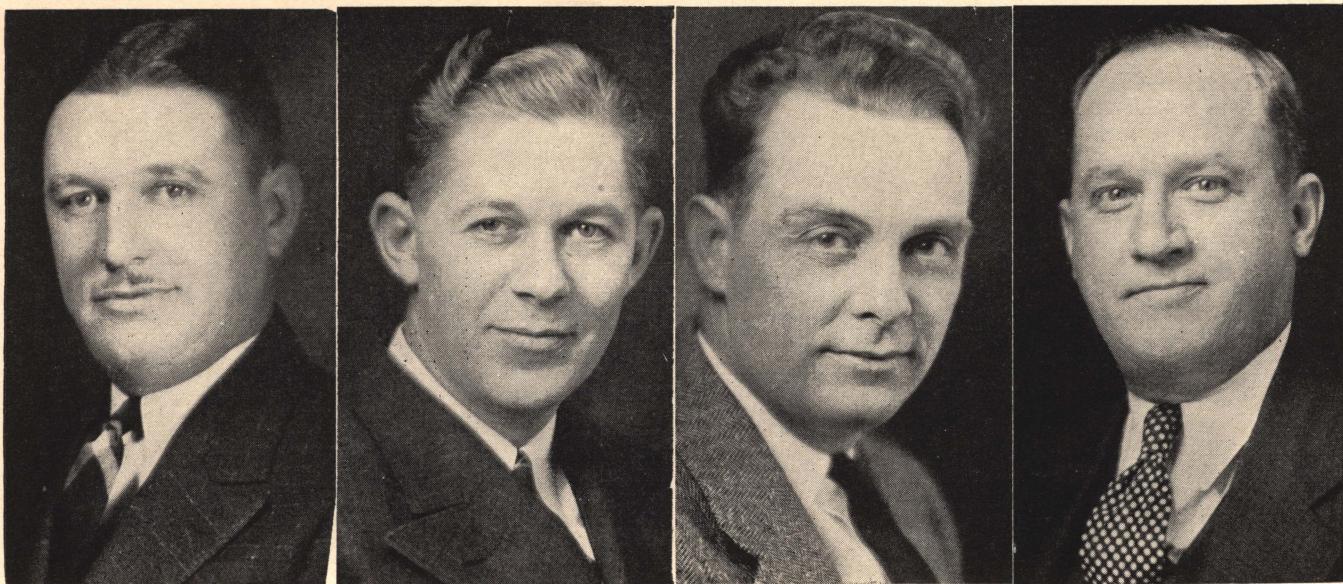
50 @ 7c	each	— Total	\$ 3.50
100 @ 5c	each	— Total	5.00
250 @ 4c	each	— Total	10.00
500 @ 3 $\frac{1}{2}$ c	each	— Total	17.50

Write for Circular on

BRASS TRADE CHECKS

Established 1872

W. W. Wilcox Mfg. Co.
564 W. Randolph St., Chicago, Ill.



WERTS NOVELTY COMPANY'S Central States Representatives. Left to right: Dick Godden covers Illinois and Iowa; L. R. Smiley has Wisconsin and Minnesota; Dick Chalfant spends his time in Ohio and West Virginia, and Roy Mefford takes care of Indiana and Michigan.

Fully Automatic

popcorn vendor now available.

CLEVELAND. — Development of the world's only completely automatic popcorn vending machine has been announced by the U. S. Popcorn Machine Co., a firm which has had twenty years' experience in the exclusive design of popcorn machinery.

Smart and clean-looking in its white finish with red and blue trim, the Self-Serve Frenchflake Popcorn Machine uses the Frenchflake automatic popping unit of which thousands are now in national operation. This system feeds corn and seasoning in proper charges to the popping plate where an elaborate heat control device turns out correctly popped corn, prevents burning, and assures absorption of all seasoning so that rancidity does not and cannot develop in any Frenchflake popper. But twenty seconds are required to complete a bag of the French-fried popcorn, and vending is done from a heated oven. At three bags a minute, the machine's capacity is 180 per hour, equalling \$9 per hour of continuous operation, at 5-cents per bag. Bags and salt are vended automatically. Unlike past machines, every function is automatic after insertion of the coin, officials assert.

In keeping with the necessary high quality of construction, the machine is said to employ National slug rejectors of the latest type. From a human interest standpoint, styling of the machine

was carried out by a leading nationally-known industrial stylist. Popped corn is blown up into a circular glass fountain from the heated oven, from whence it is evenly measured. A self-leveling oven control starts the popper working as the level of the corn is reduced therein. The entire process of popping is visible in a glass chamber.

New Jersey CMA

reclassifies membership.

NEWARK, N. J.—Contrary to the policies of the totalitarian countries where private and personal liberties are suppressed or completely ignored, the Cigarette Merchandisers' Association of New Jersey, Inc., a thoroughly American and democratic trade association, has adopted a new classification of membership intended to give greater representation to the members in the smaller brackets than heretofore, according to report of Manager LeRoy Stein.

In the past the membership was divided into five classes, but beginning with 1939 the number will increase to twelve. However, in accordance with this new arrangement, not only will the smaller members receive a greater representation on the executive committee but will pay their dues in a more generous proportion to their classification.

The classes and number of machines in each class will include: K—1 to 25; J—25 to 50; I—50 to 75; H—75 to 100; G—100 to 150; F—150 to 200; E—200 to 250; D—250 to 300; C—300 to 400; B—400 to 500; A—500 to 650; AA—650 or more.

In accordance with the Association's

constitution and by-laws, an officer and a member of the executive committee must be chosen from each class of membership; thus twelve separate classes of membership will be represented in the new setup when election of officers takes place at the first meeting in January.

11
COIN
MACHINE
REVIEW

Why Wait?

three weeks to a month for boards to be shipped you from the east. I carry a complete stock of the latest numbers of

★ GARDNER
★ HARLICH
★ SUPERIOR
★ GLOBE

on hand at all times.

I also carry a large stock of
PUNCH BOARD NOVELTIES
RADIOS — — — CLOCKS
RADIO-LAMPS

The "Radio-Lamp" is a brand new item. It is a regular table lamp with a radio at its base—5 tubes, superhetrodyne.

JAR DEALS

Drop in and see for yourself the money-makers just waiting to go to work for you . . . and all at unbeatable prices.

ANNE MANDEL

1033 GOLDEN GATE AVE.
SAN FRANCISCO, CALIF.
Phone Walnut 6411

CHAS. KOSTER
CIGAR
STORE

BRASS-ALUMINUM
SPECIAL TRADE CHECKS
OR STEEL

100.....	\$ 3.50	200.....	\$ 5.50	300.....	\$ 7.50
400.....	9.00	500.....	10.00	1000.....	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.

STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

YOUR NAME
and ADDRESS
IS ON
ONE SIDE

ROUND-SQUARE or OCTAGON-Lettered on 2 Sides

News from the Heart of America

By B. K. ANDERSON

KANSAS CITY, Mo.—It's February again, which means that local coin machine operators, manufacturers, and distributors are home from the Show and are fixing up their buildings and equipment for the coming season.

There is little talk of the Show for, as local operators explain, all went off as expected; good machines were improved, with 1939 models continuing the theme of stability. All in all the story they tell is conservative, optimistic, and confident as to 1939 prospects.

The Kansas Citian who probably enjoyed the Show most didn't attend, nor is he even connected with coin machines except through his son who is an operator and distributor. This man is Carl Hoelzel's father. Carl won the four-door Chevrolet sedan, the Coin Machine Manufacturers' Association's "Grand Prize" of the Show. Inasmuch as Carl's present car is only about a year old he presented the new one to his father.

The 1939 combined social-business season got off to a good start with Western Distributing Co.'s open-house, February 6. The occasion was the premiere showing of the new Mills 20-record phonographs. Invitations were extended to operators throughout this area. Food and refreshments were served.

The educational and explanatory aspects of the party were ably handled by Charles Schlicht and a Mills factory representative. The glad-handing for the affair was done by Frank Schrogl, Western's owner and manager, and the newest addition to Western's staff, C. B. Stidham. Stidham formerly represented Mills Novelty Co. as a salesman in this territory and is now sales manager of Western's music department. He is a Kansas Citian who was formerly connected with many successful entertainment projects in this vicinity.

Although robins and budding leaves have not put in their appearance as yet, spring cleaning, remodeling and expansions are already underway. At United Amusement Co. the building's new wing gives all appearances of being completed before the month is out. And first among Manager Carl's visitors to view the new expansion was well-known coin machine man Sam Mays of Chicago.

At Western Distributing Co. the whole floor plan has been changed. A new partition and office has been erected with separate rooms being given to various types of equipment. A new name has also been added to this firm's window under the "Lines Carried" head. It is Bally Mfg. Co.

This separating of equipment into type-groups and displaying them in rooms to themselves is a sales policy that has been adopted by practically every Heart of America distributor during the past year and has met with favorable comment from all sides.

Back from the show and busy at their desks at Central Distributing Co. are Co-owners Mason and Crummett. The weather in Chicago during the show was ideal, they report, which is a far cry from former years. As to new equipment, there was none which particularly interested them, they said; adding that the old staples with their new improvements were the backbone of the showing and supplied the major portion of the interest of the show. One Coin Ma-

Better Buy ATLAS Better Buys

All Machines Reconditioned and Cleaned. Parts Have Been Replaced, Cabinets Repolished, Mechanisms Overhauled by Factory Trained Experts.

PHONOGRAHS

Wurlitzer PI2	\$ 49.50	Mills 1c QT (Late Model)	\$ 31.50
Wurlitzer 616	109.50	Mills 5c QT (Late Model)	33.50
Wurlitzer 616A	124.50	Mills 5c Future	37.50
Wurlitzer 24	187.50	Jennings' Silver Chief	49.50
Mills' Do Re Mi	44.50	Jennings' Silver Chief Melon Bell	49.50
Mills' Swing King	44.50	Caille Cadet 5c	22.50
Seeburg Model A	59.50	Jennings' 10c Chief	29.50
Seeburg Model B	59.50	Watling 50c Rollatop	37.50
Seeburg Rex	159.50	Mills' 50c Blue Front	67.50

— SPECIAL —
Illuminated Grilles
Installed on Any Model Phonograph
\$10.50 EXTRA
INDIVIDUAL PRICE \$12.50

SLOTS

250 Single Jack Blue Fronts

Single Jack War Eagles

Serials Over 400,000
THESE SLOTS LIKE NEW

COUNTER GAMES

Groetchen 21	\$8.50	Daval Bell Slide	8.50
High Stakes	8.50	Bally Sum Fun (New—with cigarette	
Reel 21	5.00	reels)	8.50
Jennings' Star Penny Play	7.50		

Write for our latest price bulletin listing complete line of reconditioned paytables — novelty games — counter games — phonographs and slots.

ATLAS NOVELTY CO.

THE HOUSE OF FRIENDLY AND PERSONAL SERVICE
2200 N. WESTERN AVENUE CHICAGO, ILLINOIS
CABLE ADDRESS: ATNOVCO

chine Show should fill the bill and be more acceptable to interests in this vicinity. The two shows not only split attendance but also interest, they reported.

Along this line Frank Schrogli voiced similar opinions to the effect that two shows are a mistake both from the operator's and distributor's standpoint.

Ivan "Swede" Nelson was around the other day and told us that, of late, he had been spending more time on his vendor route and explained the chief reason why. It seems that Ivan has some machines on location in Kansas taverns which the proprietors rent rather than own. It happened that one of these locations moved to new quarters and took Swede's machines and set them in the new place. In the meantime Swede called to service the machines and met the new proprietor of his old location, and gained the location by being the first on the spot. So, he ended up with a new, unexpected location. This is only one of the lesser advantages of frequent service calls, he says, and adds that he knows of many good locations lost because the operator waited until the location called to report the machine "dry." It adds an hour or two to his day, he says, but also adds weight to the old billfold.

Reports from rural Missouri reach us that John Corse has more bulk vendors per capita on location in the Wellington, Mo. area than any other operator has in any other comparative area in the state. Which would give credence to what Johnny once told us: "Set 'em thick and vary the merchandise."

Holding the popular spotlight, as far as types of equipment are concerned in

this vicinity, are music boxes and vendors of all sorts. Ball gum and stick gum vendors have really come into their own of late. Large equipment of the bowling game type is also reported making a nice profit.

We have been told that cigarette vending machines are doing a much greater gross of late but that the net is down due to the Kansas City tax which has caused many operators in this bracket to put more effort into securing additional rural locations.

"Swede" Nelson is now making the rounds in his new green 1939 model Chevrolet coach.

More than a little interest is being evinced by local operators over the sudden thrusting, by court appointment, of a young lawyer into the operation of a route of penny vending machines. According to newspaper reports and show-room gossip it came as a surprise to all concerned with the exception, perhaps, of the judge who made the decision.

The vending machines operated by this attorney were seized recently by the court when the former owner and operator failed to pay maintenance to his former wife. According to reports, counting of the pennies from the hundred-odd machines takes most of this attorney's time and his friends have been called in to help him, which is something no operator in his right mind would do.

But to cap this all off, the latest bit of news to reach us is that while this lawyer-operator was eating dinner the other night, thieves broke into his car and stole peanuts and confections valued at \$15.00.

THE "HI-LOW" COMPLETE TOY PACK

Contains 275 to 300 Novelties and Toys for one complete fill
for 1c Novelty Machines, packed by:

M. BRODIE, 2182 Pacific Ave., LONG BEACH, CAL.

3311 Ross Avenue, Dallas

3141 Nicollet Ave., Minneapolis

Distributor: "MASTER" Novelty Vendors—Mail Orders filled promptly.

6770 Olive Blvd., St. Louis

1378 Memorial Dr., Atlanta

Cigarette Sales

show shift in 1938;
new high set.

NEW YORK CITY.—Production of cigarettes in 1938 was estimated at a new high level of 163,000,000,000 in a summary of market trends released last month by Retail Tobacco Dealers of America's President William A. Hollingsworth. Figures had not been completed at the time of the report, it was declared, but a good basis existed for the estimate.

Camel maintained its lead, Hollingsworth believed, with Lucky Strike in second place with a slight increase; Chesterfield stood third, Philip Morris fourth with the largest gain of all, and Old Gold fifth, he estimated, asserting also that ten-cent brands have grown both in numbers and in sales volume.

Findings of "Wall Street Journal" indicate that Camels have eased down to less than 28% of the total, from a position above that ratio at the end of 1937. Chesterfields were selling about 22% of the total, as compared with 23% at the close of 1937, and Lucky Strike gained 1% over the previous year, going to 24%. Philip Morris was said to have jumped its share to 6%, with indications that its production for the year would approximate 9,000,000,000. Total sales of all Lorillard brands showed a probable gain over the previous year, chiefly as a result of volume assistance by the new ten-cent Sensation brand. Old Gold sales were said to have been lower than 1937's.

O. H. Chalkey, president of Philip Morris & Co., declared his company had made a sales gain of 22% during 1938, and asserted that "The saturation point in cigarette consumption has not yet been determined. The demand for tobacco products probably is less dependent upon general business conditions than the majority of other widely used commodities, and while cigarette production in the United States showed only a small gain in 1938 over the preceding year, it is my opinion that the industry's output is not fully abreast of demand."

You Lose Money

in location split if
tax in force, says Mills.

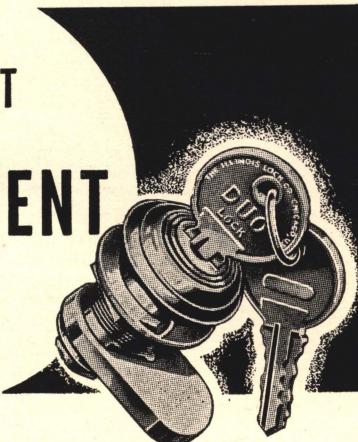
LOS ANGELES.—It is the contention of Jobber Mervyn Mills, of Mills-Viking Co., that vending machine men in states where sales tax on merchandise is in force have been cheating themselves right roundly. His facts seem to bear out his statement. Here's the picture:

Suppose that, as an operator in California, Ohio, Illinois or any other state requiring payment of a 3% sales tax, you have a machine containing an even dollar in receipts as you go into the location to service it. Suppose you use the normal commission of 25%. What do you give the location? Twenty-five cents? That's what most of them say, and there's a fatal error.

On sales-taxable merchandise there is levied against the operator a 3%

We Couldn't Improve The Lock

SO WE MADE IT
MORE CONVENIENT
TO USE!



We believe we have the best cabinet lock money can buy. Our engineers are continuously attempting to improve it—without success. You'll remember we even offered free locks to all operators so they could test them under all conditions and perhaps discover some flaws which we were unable to detect. None was ever reported!

So we looked around for other features to make our DUO LOCK even more valuable to operators. We conceived the idea of a

REGISTERED KEY PLAN

Here's What It Is. We make a special key just for you—a key which no one else can buy or duplicate. You are assigned a code number, which together with your signature, goes in our vaults.

When you need new locks

13
COIN
MACHINE
REVIEW

THE ILLINOIS LOCK COMPANY

743 W. Jackson Blvd., Chicago, Ill.

RESERVE YOUR KEY TODAY

Send me application blanks so that I can be assigned a Registered Key. It is understood that I am not obligated to buy locks now or later.

NAME.....

ADDRESS.....

CITY..... STATE.....

figure. In practice, the operator has collected that 3% from the customers, and the tax should be deducted from the total receipts before dividing with the location. If the operator doesn't take out the 3% tax, he loses both ways—he gives the location more than his share, and then he has to dig into his own pocket to pay the tax.

If the operator makes 20 collections a

day, averaging \$1 each, and gives the location one-fourth of \$1 instead of one-fourth of 97-cents, he gives away 20-cents too much, figuring one-cent a machine, and if he averages five days a week at collecting he loses \$52 a year. If his machines average \$2 a collection, on the same basis of figuring he loses \$104 a year, and the more machines there are and the bigger the collection, the greater the loss.

If you, Mr. Operator, can afford it, you're better off than you'd have lots of people think you are!

Rastus: Brothah president, we needs a cupidor.

President of the Eight-Ball Club: I appoints Brother Brown as cupidor.

Attention

VENDING MACHINE OPERATORS
WRITE FOR FREE SAMPLES AND PRICES ON OUR NEW
PEANUT-SHAPED CHEWING GUM

Will vend in any peanut vending machine
A fast seller—people buy it because they like it

U. G. GRANDBOIS CO., KALAMAZOO, MICHIGAN

Spotting the N. Y. Operators

By IRVING SHERMAN

California here we come! New York operators are talking about beating a track to a land of sunnier clime, after a cold spell that froze the tears on the men as they pocketed the weekly minuses, and machines did a Jack Frost as slugs rolled in and profits rolled out. Casually of the week was Bill Peek, who froze to a gardenia and had to be pried loose. At a late hour he was demanding a showdown and claimed he had been framed. What is an icicle, Bill?

It's not Nat Finkelstein anymore, but Franklin now boys. Seems that Nat, who has a cigarette route in Manhattan and points north, heard of a guy named Benjamin Franklin and how Franklin saved his pennies and married his boss's girl. So Nat ups and sees a judge and that's how it happened! Remember us when you get that million, Nat.

Miss Kushner, Bob Grenner's secretary, has gone and done it. The lucky man is hiding out, we hear, what with rivals thick and Gabel's New York office set adrift. Lots of luck, Miss Kushner; but tell that guy we ain't speakin'.

Jack Rosenthal, an official of the International Brotherhood of Electrical Workers, and well-known to the phonograph trade, has opened a repair service at 678 Morris Avenue, Bronx, New York.

All sympathy to Christopher Metz of the Automatic Music Operators' Association, whose brother, John, met untimely death in an automobile accident.

Al Blendow who used to be with East Coast Phonograph Distributors, headed by Sam Kressberg, now is domiciled with Al Rabkin at Mutoscope on West 34th Street. Al is practically back where he started, for he used to be with Capitol Automatic which is in the same building.

Music operators will be glad to learn that Bobby Blessing, lively eyeful of AMOA is back from Atlantic City where she had gone to recuperate from an attack of sinus. Bobby feels fine, but cut out ringing up, fellers. The gal works there and it ain't private!

The CMA is off with a bang in the campaign to make its Third Annual Dinner and Dance at the Hôtel Pennsylvania, the evening of March 11, one of the most successful affairs ever held. Members are to be taxed with tickets according to the number of machines they have listed. The cardboards are five dollars a try. You gotta bring your own wife and no kiddin'. Rates for inclusion in the souvenir journal are cen-

ter spread, two pages, \$2,500; inside cover, \$1,350; single page, \$1,000; one quarter of a page, \$300. The back cover will go for a measly \$1500; inside back cover, \$1,250; one half page, \$550 and one-eighth of a page, \$175. Fellers, who said there was a depression on?

Rookie to CMA ranks is Raymond Harrison of the Automatic Cigarette Service of the Bronx who stems from a line of highly successful coin machine operators in Eastern territory. Harrison is an aggressive little chap who has come to see that if you want to get places in the coin machine business, a trade association is the best tonic you can have. "Watch my steam. I'm going to go places now," Harrison confides.

They called the CMA meeting to order at 9:25 p.m. At 9:40, Paul Glimas, Manhattan operator called point of order. "I move we adjourn," he called. At the roar that was heard, Glimas explained, "No one can say I don't make myself heard at these meetings!" When order was restored, they could see Glimas sitting there, satisfied at his chore.

Irving Silverman, Metro Cigarette Service, is another rookie to CMA ranks who looks like promising material. Silverman took an active part in discussions at the last meeting, and is determined to make the Association one of the strongest in the industry. "I've been outside of it and I want to tell you, it's tough," he said. "The stronger the CMA, the better for all cigarette operators," is his belief.

Word has reached this scribe that Fred Osterman who was with Kings Country Cigarette Service, has passed away. Osterman was still a young man and had made many friends in the trade. All join his family and kin in mourning his untimely end.

Charles T. Jaffa of Stewart & McGuire returned from his trip to the West in time for the showing of the new Stewart candy machine.

Sol Pincus, of Cigarette Service, confided at the CMA meeting the Zeko pictures are still "hot" so far as interest is concerned. Pincus has been getting a lot of free publicity because of the nature of these premiums. He is making them up in color now and getting requests

from Los Angeles and similar, distant points.

Jackson Bloom maintains that he gets more of a kick out of being just a plain member of the CMA than he did when he was president and had all the arrows aimed in his direction. "When you get to the top," Bloom explained, "they think it's a sign that you signed up for a target. I'd rather take a few pot shots myself than sit for a picture with my poise riddled." As a Stewart & McGuire distributor Bloom hasn't done badly at all. "But then," explain other operators, "he's a college man"—as if they teach how to find spots at the Alma Mater. ●

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We defy competition. Daily we meet and beat quotations from any and all printing plants in the west. Give us a chance to save you money on your next job.

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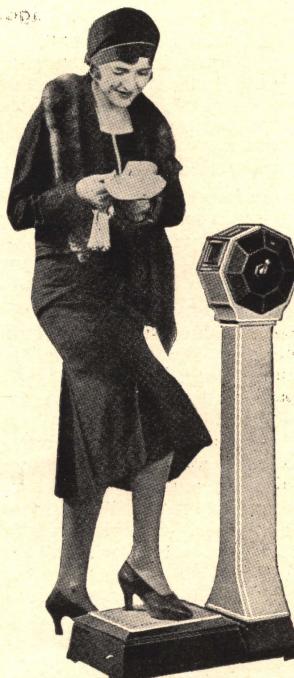
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SCALE PROFITS . . .

go after the patronage of the WOMEN. And to attract the women, through its privacy and reliability, there is no scale like

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TIMING DEVICES Electrical or Mechanical

For every coin machine need.
We supply leading manufacturers.

ELLMAN & ZUCKERMAN
119 S. Jefferson St. Chicago, Ill.

BAR, BELL & FRUIT JAR DEAL TICKETS

Tickets are printed in colors using slot-machine characters to designate the play.

TICKETS TO DEALS

2544 - 2592 - 2664 5c or 10c Play

All deals alike except the winners vary in number. Write for description and prices.

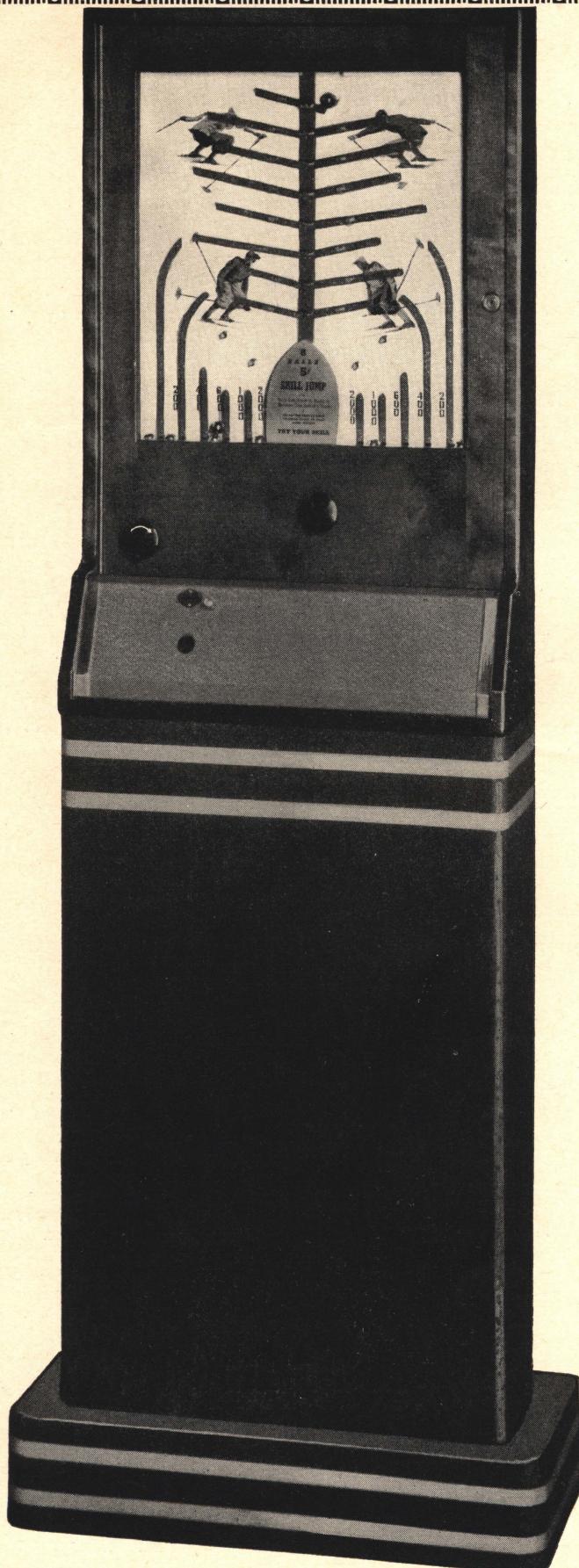
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Wheeling Novelty Co., Inc. 57 Fourteenth St. Wheeling, W. Va.



IDEAL WEIGHING MACHINE CO.

1012 West 43rd Street
LOS ANGELES CALIFORNIA



... It Zoomed to "top" popularity at the Coin Machine Show

IT HELD CROWDS spellbound from morning 'til night.

IT WAS CALLED "the most brilliant novelty game in years" by enthusiastic operators.

Frankly, **SKILL JUMP** surprised even ourselves with the tremendous player fascination which it displayed at the Coin Show. We were willing to admit that we had a pretty good game, but we never anticipated you operators would go wild with orders the way you did. **SKILL JUMP** will delight you with its novel playing action, it is positively tantalizing to play and to watch, and yet its skill features are so obvious that authorities everywhere are pronouncing it as 100% legal. **SKILL JUMP** has a number of inclined surfaces, down which a ball must roll before it can land in a scoring pocket. These inclined surfaces can be manipulated at will by player who has complete control over the movement of the ball, by increasing or decreasing the amount of "tilt."

It takes steady nerves, correct timing and a sure hand to have the ball jump from one lever to a lower one, without plunging off into space—into an out pocket. Seldom has there been a game with the come-on of **SKILL JUMP**, many operators are running it without award cards at all, such is the "let's try it again" appetite which it creates.

Sharpshooters will find themselves powerfully attracted to **SKILL JUMP**; however, an unpredictable "chance action" in the last lap gives you complete protection against them.

You can obtain **SKILL JUMP** as a Console Model or for Counter operation; its moderate price is a pleasant surprise and enables you to cover all of your locations with this great money-getter.

Available in straight Nickel or straight Penny Play, or combination Penny-Nickel-Dime Chute; last coin is shown. May be operated with 8 balls or any lesser number of balls best suited for your locations.

THE STAMPEDE TO SKILL JUMP IS ON. We suggest an immediate survey of your locations, rush your order at once for early delivery.

CONSOLE MODEL

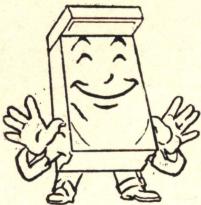
List Price \$47⁵⁰
Each . . .
F. O. B. Chicago

COUNTER MODEL

List Price \$40⁰⁰
Each . . .
F. O. B. Chicago

GROETCHEN TOOL COMPANY

124 North Union Ave.
CHICAGO



Headquarters for ALL NEW and USED GAMES

Month after month more and more operators are finding LONG BEACH COIN the place to go for new and used game equipment. All of the latest games in stock at all times. Our used games are completely reconditioned and ready for location. A trial will prove that LONG BEACH COIN service is unsurpassed!

NEW GAMES

Genco BUBBLES 89.50	Stoner CHUBBIE 84.50	Chicago Coin MAJOR 89.50 (free game)
Daval SIDE KICK (Reserve) 89.50 (Free Play—\$89.50; Novelty \$79.50)		

USED GAMES

Cargoes \$17.50	Nags 20.50	Snappy 20.50
Green Lights 32.50	Peppys 30.50	Splash 30.50
Gaytime 17.50	Ragtime (free game unit) 55.00	Stoner's Races 10.50
Jitterbugs 35.00	Rockets 15.00	Turf Champs 22.50
Klick (free game unit) 57.50	Silver Flashes 10.50	Yale 27.50
Lightning 17.50	Ski-Hi's 15.00	

SPECIALS

Tickets for automatic games 50c per roll
Collection Books 66c per dozen
Tubular Coin Wrappers 50c per box

LONG BEACH COIN MACHINE EXCHANGE

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PHONE 623-278

LONG BEACH, CALIF.

16
COIN
MACHINE
REVIEW

Long Beach

Harry Evans, Long Beach-Los Angeles operator, and "Steve" Brodie, of M. Brodie Co., found out that they were not as good as they thought they were recently when they were asked to pinch hit in a Badminton double match at the Long Beach Indoor Amusement Center. Evans and Brodie were matched against two of the best players on the coast so they did not feel so badly about their defeat. Their opponents were Thomas and Caldwell of the L. B. Badminton Club. The final scores were 4-15 and 7-15. In a singles match with Evans and Thomas, Thomas won 6-15 and 8-15.

Lawrence Barnes attended the recent meetings of the Phonograph Operators'

Union in Los Angeles and expressed the opinion that the idea of a Union was most timely.

Keeney Seebring has joined the operating ranks and is starting off with a route of games purchased from Long Beach Coin.

Hugh Eyerly, Gardner salesboard rep., made the rounds in Long Beach during the month.

Joe Richarme, of Long Beach Coin Machine Exchange, states he is well pleased with the splendid results he has been obtaining from his ads in THE REVIEW. He has added a string of new customers in Utah from his January advertising.

Mrs. Jane Hopping is another new Crescent City operator. Mrs. Hopping is sticking to Wurlitzers and has quite a number now out earning for her.

What's become of Lou Favorite? The REVIEW reporter uncovered his present whereabouts and found Lou deeply embroiled in selling mining stock.

Russell Hooker, Los Angeles, returned from a trip to Oklahoma and made the rounds in Long Beach last week.

"Lucky Roll" sales are on the increase in San Francisco, says M. Brodie, who has just received a sizeable order from Dick Tyrrell. Tyrrell has recently opened a new jobbing house in San Francisco in partnership with George Barnes at 1160 Mission Street.

Operators who use prize ball gum are headed for trouble eventually. Two location owners were picked up during the month for having such a machine in their establishments and each fined \$10.00 or 2 days in a Los Angeles court. In such instances operators should, for their own future interest, protect their location owners to the extent of paying the fines at least.

Recent visitors and customers at the Long Beach Coin included I. B. Gayer of San Bernardino and F. J. Meyers of Redondo Beach.

Come and Get 'Em!

We were compelled to repossess ten Wurlitzer phonographs — six Model 500, four Model 600. These machines cannot be told from new.

Will sell at a considerable discount.

Come and Get 'Em!

Wm. Nathanson

2835 W. Pico Los Angeles
Parkway 9191

TOY OPERATORS

A NEW Inexpensive
Toy Assortment

The

CHARM FILLER

1 gross assorted celluloid
charms 60c each.

or

One of These Packs Must Fit Your Needs

or we will make up
one for you!

"Hi-Low" Master Toy Packs
"Hi-Low" Snacks and Northwestern
"Hi-Low" Victor Packs
"Hi-Low" Chief Packs
"Hi-Low" Stamp Pack
"Hi-Low" Stamp Bag
"Hi-Low" Stamp Combination Pack
"Hi-Grade" Bag
"Hi-Low" 1-Gross Bag
Lead Bag
Topper Toy Pack
All American Pack

CHALLENGER PACK

WRITE FOR PRICES TODAY!

M. BRODIE CO.
2182 Pacific Avenue Long Beach, Cal.

Come to the Fair!

The Golden Gate International Exposition gets under way this month and coin machines will play a prominent part.

By D. H. PETSCH

Where's the treasure on Treasure Island? Ask Walter Oswald for the answer and he'll say, "In coin machines, my friend . . . they'll be pay dirt at the Golden Gate International Exposition opening this month."

There's a glint in Walter's eye as he says it, too, because he's the lucky man who is planting over 1000 machines on the 400 acres which comprise the man-made island in the middle of San Francisco Bay.

Walter Oswald, prominent coin machine operator of San Francisco, bagged the contract for the vending machines in competition with every distributor, jobber, operator, and his second-aunt-once-removed in the West, and promptly set about spotting the desirable locations in the various buildings. It proved nothing short of a tremendous headache, and carefree days became a succession of conferences with Fred Waddleton, chairman of concessions at the Fair, with representatives of assorted vending machine houses, ending with a daily safari about the Island to keep in touch with building procedure. But Walter is made of stern stuff. He has been in the business for nine years and operated all vending machines during that period on the Southern Pacific and Southern Pacific-Golden Gate ferries, experience which has stood him in good stead with the workings of large corporations.

Types of machines were easily decided upon. The visitors would expect cigarette, candy, gum, stamp, horoscope, ray-gun, and phonograph machines. The question which rankled the minds of the big-wigs was whether or not these customers would be too disappointed by the noticeable absence of games-of-chance. "San Diego Fair proved a hole-in-the-sock because there weren't any," some said. They tried to prove that Treasure Island was not a part of California and so not under her coin machine statutes, but Fair Lawyer Col. Allen G. Wright came out of his corner armed with some staggering legal volumes which seemed to point to the fact that it was very much a part of California, and pin games must go by the board. He reminded them of the fate of the hai-ali games which had been banned because sometimes people bet on hai-ali. Pulling his hat further down over his eyes, Walter decided to place the matter temporarily on the table and just hope. There was enough to worry about besides game tables, and working time was short.

Surveys carried on by Fortune, Californians Inc., and the state Chamber of Commerce show that an average of ten dollars per person will be left on Treasure Island. With an estimated 20 million people attending, based on results of the Chicago Fair, this means that a goodly wad is going for amusement,

which still means coin machines to many people. The trend of the times is toward more leisure, so the Golden Gate International Exposition will be a "travel fair," assembling the vacation-land resources of the Pacific Basin and displaying them against a rich background for the industrial progress that makes them more easily available. From the beginning planners of the Pacific Exposition felt that people have had enough of the Machine Age; that what they wanted was a breath of romance and perfume from far places; that what they would like to do about the Machine Age, if anything, was to forget it for a while. Originally intended to be a celebration of the completion of the two greatest bridges in the world, it soon outgrew itself. It came to stand for something intangible—the idea of glamour, romance, escape. People spend money when they are in a fiesta spirit. Scope of the Fair is estimated at 50 million with ten feet of concession space going at \$1,000 plus 15% of the daily take. No coin machine bid was considered without a certified check for \$10,000.

Background of the World's Fair festivities will be massive stately palaces of the Exposition city, windowless for display uniformity and under constant illumination which will set off the vending machines to advantage, placed as they are in niches along the walls of all the buildings. The new style of "Pacific" architecture has been devised by which ancient oriental forms have been blended in long horizontal lines characteristic of the Malayans, Incas, and Cambodians. An ancient walled city is the basis for the scheme which has been adapted to the loom of the Bay Bridge towers by the 400-foot Tower of the Sun. This tower stands in the spacious Court of Honor; from it radiate the exhibit palaces spaced by broad streets—Court of the Seven Seas, Court of Flowers, Court of Reflections, Court of the Moon, Court of Pacifica, Treasure Gardens—names that characterize their flavors. And in all the buildings which open onto these courts are to be found the vending machines.

The elephant, long associated with oriental pageants, will be a prominent decorative feature, crowning the pyramid entrance towers to the Portals of the Pacific. Here Walter Oswald will have his offices and store room during the Fair. Building beauty for the eye, the architects insisted none the less upon comfort for the feet, and satisfaction for the exhibitors and visiting public. A planned system of visitor-circulation is achieved by scattering the main objectives around the central exhibits section so that no bottle-necks exist and the island will be covered uniformly by strolling crowds. The visitor is encouraged to wander and learn for himself,

and no exhibitor finds himself on a "back street".

Floodlights in graduations of color give each court yard its own distinctive appeal. Lighting elements in one court are modelled after huge Siamese ceremonial umbrellas, 30 feet high with tops of glass fabric in color. Happy lanterns sparkle in the trees. Electrical engineers with a million dollars behind them studied lighting from every angle with special emphasis on colors which tend to step people into a gay, holiday mood. Predominating shades are pastel reds and magentas.

In spite of the striking architecture, no special installations have been necessary for the vending machines. Nor does Oswald anticipate any. All the palaces, state buildings, and the administration building were built with the needs of the exhibitor and concessionaire in mind.

Two hundred and fifty vending machines will be installed on the Gay-Way, the forty acres of fun with an international flavor. These will be found principally in the Chinese Village, fun houses, and even in the Midget Village. In the latter an unusual type of coin machine will be installed—one from the old days of '49 when gold dust was placed in the slot instead of a coin.

Machines installed here will be Rowe cigarette vendors, Ray-o-lites, candy and gum machines, and talkie horoscope machines. Flashers will also be located on the Gay-Way, operated exclusively by Arnold Hershfield. Here, too, will be an elaborate penny arcade with many types of machines, including souvenir coin stamping vendors. Herman Zapf from Rocky River, Ohio, has this concession and promises the usual attractions with some new ones to give the place "umph". F. M. Fallis of San Francisco will have the shooting gallery on the Gay-Way and Messrs. Gustafson and Hamilton have the Guess Your Weight scales.

All the machines on the Island are so attractively located with indirect colored floodlights playing upon them that they stop the visitor in his tracks until he has hunted out a nickel. Seeburg phonographs have been placed in all the amusement centers on the Gay-Way, as well as in the restaurants in the Streets of the World. This section is split into eight foreign villages or quarters, each with its own cafe, where native foods will be served. The Yerba Buena Clubhouse, where Western women will entertain their friends, also has two Seeburgs as well as candy, gum, cigarettes, stamp, and weighing machines. The latter are being handled as a separate contract by the Peerless Weighing Co. Scales have also been placed in the simply decorated dressing rooms. Here the Pacific Coin Lock Co. has the concession for the pay toilets. Ten cents will be the admission price charged. The Fair association will retain control of the remainder of the dispensaries in this department.

There are two kinds of exhibits—private and public, or better, industrial and governmental. In both these groups the emphasis is on the glamour side. Nothing will be static; everything will be dramatic. In every exhibit building Oswald has placed gum, candy, stamp, and cigarette machines. These exhibitors will place the accent on what industry means to everyone in the way of new leisure, more recreation. Oswald

Locations Want It!

—The ONLY cigarette machine with AUTOMATIC COMMISSION pay-out! See NATIONAL before you buy ANY candy or cigarette machine!

Phone, write, wire or call on

E. C. McNEIL

National Candy & Cigarette Machines

E. C. McNEIL

Direct Factory Representative

California • Oregon • Washington

Nevada • Arizona

Pacific Coast Office

713 S. Westmoreland • FEderal 4055 • Los Angeles

has scattered his machines among these exhibits to take every possible advantage of eye appeal and spectator interest.

And it's the Wild West spirit which will coax the money from the visitors. The Exposition opens with a Cavalcade of the West which will dramatize the colorful history of the Western empire under many flags, from early exploration days to modern times. Even Chinese New Year is being set forward five days to coincide with the opening of the Fair. And Chinese New Year always means the settling of old debts and the spending of all available money. San Francisco is readying herself for these events by going Western. Artificial store fronts have been erected, and beards, jeans and sombreros are being worn even by the staid businessman. All business, but particularly the coin machine industry, has noted a sharp rise in activity with Fair plans nearing completion.

By far the most outstanding of any single exhibit is that of Pan American Airways. The China Clippers will not only be exhibited at this Fair, but actually will operate from Treasure Island in full view of the spectators. The Port of Trade Winds, a sheltered cove formed by the creation of the Fair site, will serve as the seaplane basin and visitors will be able to watch landings, take-offs, and maintenance. Pan American will use Treasure Island as its permanent base after the Exposition closes December 2, 1939. The administration building will be the only structure other than the hangars to remain after the Fair is over. It will be used as the air terminal. Vending machines placed there by Oswald will remain for use of Clipper patrons.

Every attempt has been made to lure the crowds to the Island and to keep them happy and entertained. Notable items on the program are Sally Rand's Nude Ranch and the Schuberts' Extravaganza.

The Golden Gate International Exposition is officially a world's fair that marks the progress of the United States and more than thirty foreign countries. It also marks the progress in the field of coin operated machines where the public has learned to depend upon service from clean, attractive, self-operated vendors.

Father: "What do you mean, kissing my daughter right under my nose?"

Youth: "Sir, I kissed her under HER nose."



McNeil Named

Pacific Coast representative for National Vendors.

LOS ANGELES. — Recent joint announcement from National Vendors, Inc., of St. Louis, and from E. C. McNeil of Los Angeles, advises of the latter's appointment as direct factory representative for the National line of candy and cigarette merchandisers on the entire Pacific Coast. In the past, western representation has been conducted under two separate divisions, with McNeil handling the southern portion of the territory and Advance Automatic Sales Co. of San Francisco handling the northern section. McNeil advises the REVIEW that from now on all sales will be made directly through his office, and that the policy of working through jobbers on the Coast has been discontinued as a means of effecting a closer contact between the operator and the factory.

McNeil is well qualified to handle his new job, due to his experience as an operator of cigarette and candy machines in the period from 1931 to 1934. During this time he expanded his operation from a few machines to more than two hundred, and he sold out in 1934 only because National's need for a representative offered a larger opportunity.

He has maintained his affiliation with the National firm ever since, and during the past five years he has further developed his knowledge of operators' problems and how to help in their solution, balancing personal contact with men in the field with a thorough study of company policies and routines made at the factory. As a resident of California for the past 18 years, McNeil is well acquainted with the Coast territory.

McNeil maintains an office at 713 South Westmoreland in Los Angeles, where a complete line of samples of the new National candy and cigarette machines are on display, and from which point he expects to work in covering the states of California, Oregon, Washington, Nevada and Arizona. He plans later to open an office in the northern part of his territory, but for the present he may be reached at the Los Angeles address. He advises, however, that he's not going to "sit and wait," but will do a good deal of traveling, and northern operators may expect a call from him in person at almost any time.

Outstanding features of the new National cigarette machines are built around simplicity of mechanism, including the extra-capacity shift-over columns, the National Slug Rejector believed by McNeil to be the best in the country, multiple coin combination permitting seven combinations and incorporating a changemaker, and the unique automatic commission pay-out which is a factor to be reckoned with. National's sample display is said to outsell most other cigarette machines regularly.

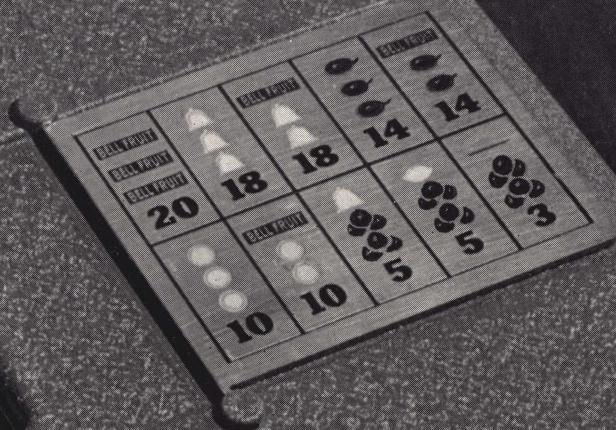
National's newest candy vendor is a 9-column illuminated machine which has a capacity of 165 pieces of merchandise, each in an individual compartment, and loaded through a method which permits merchandise in the machine to be vended always fresh. Loading is said to be quick and easy and without lost motion or double handling of candy or gum. The National Slug Rejector is standard equipment. A new 6-column machine and a standard 9-column vendor are also available. ●

Mother: "How is it that I sent my little boy for three pounds of cookies and he only came home with two pounds and a half?"

Grocer: "My scales are all right, lady. You'd better weigh your little boy."

The Little Miracle of Coin Machines





THE WONDER MACHINE OF ALL TIME

Mills Vest Pocket Bell

It measures only 8" x 7" x 8" and it weighs only 15 pounds, but the thousands of these grand little machines now in operation are already piling up earnings equal to, or surpassing those, of the large standard Bells. One operator with one hundred and thirty of these machines tells us he is making an average of \$25 a week per machine for his NET share of the earnings. Scores of other operators are averaging from \$20 to \$30 per week per machine NET. Nothing like it was ever before thought possible! It has opened up thousands of new locations; merchants everywhere are demanding it and players like it even better than the big standard Bells.

The Vest Pocket Bell works with a push-pull slot—has no handle. Its small case is all aluminum and the entire mechanism slides out, giving instant

access to the \$45 capacity cash box, and to the simple, sturdy mechanism, a brand-new Mills creation. The Vest Pocket is completely automatic and pays out like the Mystery Bell with the exception that it has no jackpot. Reels are covered when machine is not in operation and the payout compartment is also covered.

PRICE OF 5c PLAY IS ONLY

\$49.50.

ORDER ON OUR STANDARD 10-DAY TRIAL.

MONEY BACK IF NOT SATISFIED.



The Vest Pocket looks like a piece of ordinary store equipment—not like a coin machine. But, oh boy, as soon as you set it up, how it takes the money! There is only one Vest Pocket Bell; it is entirely mechanical (no electrical apparatus used) and it is manufactured solely by Mills Novelty Company. To miss operating this little miracle is unfair to yourself. Order at least five today!

MILLS NOVELTY COMPANY

4100 Fullerton Avenue, Chicago, Illinois

Modern Merchandising

Dinner Dance

planned by New York
CMA.

NEW YORK CITY.—Down on many a calendar for the coming month has been set the date of March 11, a Saturday evening, as a time when cigarette merchandisers will gather at the Hotel Pennsylvania for the third annual dinner and dance of the Cigarette Merchandisers' Association of New York.

Commemoration of accomplishments of the year preceding the annual event, rededication of strength, unity and mutual good will, and the general benefits of rubbing elbows with fellow operators has been announced by CMA President Martin M. Berger as the purpose of the gathering.

A number of innovations have been planned for the event, among them a handsome "Merchandiser's Almanac to mark the occasion, to tell you about the CMA, and to tell the CMA about you." Other plans have not been revealed as yet but every promise is that the event will be a gala one.

Boom Forseen

in beverage field.

CHICAGO.—Discussing the Bally Beverage Vendor, which vends nickel cups of cold carbonated beverage, Ray Moloney, president of Bally Mfg. Co., reports that first announcements in the COIN MACHINE REVIEW have resulted in a deluge of inquiries from operators in every section of the country.

"Not since the early days of marble games," he declared, "have we seen such a terrific response to a couple of new announcement ads. It is obvious from the volume and tone of inquiries we are receiving daily that operators are keenly alive to the opportunity offered, and are rushing to get in on the ground floor. Jim Buckley and his sales department staff are working day and night closing up franchise deals; and I am not exaggerating when I say that we are going into the biggest boom this industry has ever seen."

"Moreover, the beverage boom is founded not on the shifting sands of novelty and fad, but on the bed-rock of a product in constant daily demand. For example, Coca-Cola sales in 1937, ac-

(See BOOM, page 26)

Tobacco Jobbers

see cigarette vendors,
discuss methods.

CHICAGO.—On display so that tobacco men could see them, and on discussion to see how they should be dealt with, cigarette vending machines played a prominent part in the convention of the National Association of Tobacco Distributors, in session at the Palmer House during the latter part of the January CMMA Show. About twenty jobbers sat in on the round table, chairmanned by Emil Kellner, and expressed a belief that in general the tobacco trade has objected, silently or openly, to the merchandisers until recently, when startling growth of the vending industry has demanded serious consideration. The current idea seems to be that the tobacco jobber is a logical man to operate machines, and the report of experiences of a number of those present indicated the merit of the idea, both as a means of securing new opportunities, and as a means of salvaging small, almost worthless accounts.

Among the thoughts expressed during the discussion were such points as impossibility of tobacco jobbers' staying out of the vending machine business but needing to keep it a separate phase of the business, failure of cigar vendors for multiple lines, and values of cigar machines as attachments on cigarette merchandisers. It was generally agreed that the keeping of complete records is an important part of operation, that depreciation should run 20% a year, that vending machine overhead runs about 10%.

On display were three Arthur H. Du Grenier cigarette vendors, three Rowe vendors and mint and gum vendors as well, three Stewart & McGuire machines, as well as one bulk, one candy bar, and a small Heide candy vendor, Stoner Corp.'s line of Univendors, National Vendors' two cigarette machines, two candy bar vendors, and one combined cigarette and candy merchandiser, U-Need-A-Pak Corp.'s candy bar and two cigarette merchandisers. Tri-mount Coin Machine Co. had Snacks and stick gum machines on display, and a number of candy and gum manufacturers and dealers in other items were represented.

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Zeigler Insurance Agency, Inc.

Buying a New Car or Service Truck, Mr. Operator?

Here's a timely tip... before you buy a car—new or late model used—investigate our finance plan which gives you lowest financing cost, small monthly payments, establishes bank credit, and allows you to transfer present automobile insurance to your new car without loss. Let us tell you about it without obligation to you. Call or write

ZEIGLER INSURANCE AGENCY, INC.

Michigan 0961

417 South Hill Street, Los Angeles

MAR 14 1939

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REVIEW

FOR VENDING MACHINES

HARD SHELL—CANDIES

Boston Baked Beans

Smooth Burnt Peanuts

Fruit Dibs

Black & White Licorice

Dibs

Rainbow Peanuts

Dainty Cup Eggs

Licorice Petites

Mint Patties

PANS

DE LUXE ASSORTMENT

200 Charms — 40 Varieties.

No Lead — No Junk.

(Fill in Coupon for Price List.)

PAN CONFECTION FACTORY
(National Candy Co.),
343 W. Erie St.,
Chicago, Ill.

Gentlemen:
Please send me full particulars and
samples of your Hard Shell Candies.

Address

Name

**City/State
(Use Pencil, Ink Will Bleb.)**

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ATTENTION JOBBERS-OPERATORS NEW STAND

FOR

**SILVER KING
NORTHWESTERN
AUTO-STORES
EVER-READY**

**SILVER QUEEN
SNACKS
COLUMBUS
BUREL**

and many others

THE NEW DUPLEX STAND ONLY

\$3.00

Light shipping weight only 16 lbs. This sturdy stand can be bolted to the floor if desired.

Write for details on two new

SILVER KINGS

or see any reliable dealer

Automat Games 2425 Fullerton Avenue
Chicago, Illinois

SILVER CHARM VENDORS sample \$6.50
Less in quantities



Mac Mohr

Mohr Appointed

Representation for Daval
in West.

CHICAGO.—The Daval Mfg. Co. announces the appointment of Mac Mohr, Los Angeles, as special representative for the firm in Southern California and Arizona. Mohr attended the Show at the Sherman in January and left immediately thereafter for the west.

Commenting on the appointment A. S. Douglass, president of Daval, said: "We are pleased to announce the addition of Mac Mohr to our staff to better serve the operators in the West. Since announcing Mohr's connection with Daval we have received several complimentary letters from western jobbers congratulating us on selecting a man as well known and as progressive to represent us. Mohr is not a newcomer to the coin machine industry. He has been, in turn, a successive operator, jobber and distributor, and we feel confident his work in our behalf in the west will better cement the friendship tie in our business relationships with the western operators."

Mohr was highly pleased with the Daval line for 1939 and re-echoed their advertising slogan, "Daval is the Line for '39." Already receiving wide acceptance in the west is Side Kick and many new machines are slated to be announced in the near future.

The REVIEW joins with the industry in the west in welcoming Mohr as a special Daval representative and wishing him the best of luck and success in his new position.

HERE AT LAST!

**Decalcomania Name Plates
in Small Quantities**

**An Attractive Name Plate Insures Wide
Advertising Publicity At Low Cost. It Is
Your Silent Salesman!**

— Also —

**Embossed Gold and Silver Value Indicators
for Salesboards.**

**Printed in Red, Blue, Green and Yellow Inks.
OVER ONE MILLION IN STOCK**

**Gum Labels of Highest Quality Made to
Order — Shipping Room Labels**

Send Us Your Inquiry

Jaco Lac Decal Company

1315 S. Ashland Avenue

Chicago, Illinois

Phone: Canal 3149



2 IN 1 COIN COUNTER

Here's a counter that you can use on both pennies and nickels. The figures can't wear off and the slot enables you to see every coin or slug. This is the ORIGINAL one piece cast ALUMINUM counter. Don't confuse it with imitations. Equip your route men with the best; it pays in the long run. PRICE: \$1.50 postpaid. Cash with order — stamps accepted.

Do you have "Key Troubles"? You can end them by using

VIKING'S

"EASY"

SEND IN
YOUR ORDER
TO-DAY

KEY RINGS

Manufactured Exclusively by Us and for the Operator

Thousands sold before they were ever advertised—Operators tell one another. Now used by Operators from Coast to Coast, in Canada, and in many foreign countries. Any key may be removed in an instant and replaced in an instant. Nothing to get out of order—will last a lifetime.

NOW MADE IN THREE SIZES:

No. 1-E (will hold up to 30 keys)—10c each, Postpaid
No. 5-R (will hold up to 100 keys)—35c each, Postpaid
No. 10-R (will hold up to 150 keys)—50c each, Postpaid

CASH WITH ORDER—WE PAY THE POSTAGE

(U. S. Postage Stamps Accepted)

FULL SATISFACTION ABSOLUTELY GUARANTEED

Annoyed by ???

SLUGS

Labels like these, gummed on face, only 15c dozen
VIKING SPECIALTY CO.
530 Golden Gate Ave.
San Francisco

NOTICE

**\$1000 Fine or 5 Years' Imprisonment is the
penalty for using slugs or any substitutes
for money in this machine.**

—Sec. 5462, Revised Statutes of U. S.
—Sec. 282, Title 18, U. S. Code Annotated

RECORD SHEETS

For Vending Machine Operators

Send 3c Stamp
For Sample
VIKING SPECIALTY CO.
530 Golden Gate Ave.
San Francisco, Calif.

"MECHANICAL FINGER TOOL" for arranging Charms in Vendors
75c cash with order — postpaid



Ball Gum

\$6.00 per carton of 5000 gum balls
Free delivery on orders of two
cartons.

Full Payment With Order

COIN WRAPPERS

TUBULAR OR FLAT—\$1.00 per Thousand, Postpaid Anywhere (Write for Quantity Price)

Collection Books

50 duplicate reports and 7c Each, Postpaid
carbon paper to each book (less than ten—10c each)

BOSTON BAKED BEANS

for VENDORS

10c

per pound

f.o.b. San Francisco
in 25 lb. cartons

Full Payment With Order

CHARMS

MORE
THAN
300
KINDS

Buy your charms from us in any way you like, either in assortment or in bulk. We specialize in supplying charms to large operators who necessarily must buy their charms as cheaply as possible. Just let us know what make of venders you operate and we shall supply the correct size charms. We have all kinds of charms including "Snow White and the Seven Dwarfs," Mickey Mouse, Pluto the Dog, Elmer the Elephant, Donald Duck, Popeye, etc. We also have large red skulls with rhinestone eyes, black dice set with rhinestones, small dice, either glass or celluloid or catalin, in many colors, etc. We have IMPORTED as well as AMERICAN MADE charms. Send 65c in postage stamps or otherwise for sample assortment containing 144 charms. Also write us what you want or need and we will then go into details.

VIKING SPECIALTY COMPANY

530 GOLDEN GATE AVENUE

SAN FRANCISCO, CALIFORNIA

EINAR WILSLEV, *Owner and Manager*
LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST

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REVIEW

Congratulations,

WILL R. GOLDEN,

and thanks

for doing a splendid job on the West Coast with U-NEED-A-PAK Cigarette and Candy Merchandisers!

Your need for larger quarters (at 1405 West Washington Boulevard in Los Angeles) shows the thoroughness of the job that has been done . . . your ability to stock All Sizes AND COLORS OF OUR EQUIPMENT will improve still more the quality of service which has established you firmly in this field.

You have our best wishes in your program to make 1939 a U-NEED-A YEAR . . . a year of BRIGHTER, BETTER BUSINESS for Western coin machine operators!

U-NEED-A-PAK PRODUCTS CORP.

U-NEED-A MERCHANDISER, INC.

135 Plymouth Street

Brooklyn, New York

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REVIEW

Boom

(Continued from page 23)

cording to published reports, totalled \$283,000,000. The sales curve is trending upward, and 1938 sales will probably top 1937. Although it is reported that 5½ billion drinks of Coca-Cola were served in 1937, authentic surveys prove that the market has barely been touched. Today the patron must go to the drink; tomorrow, Bally Beverage Vendor will bring the drink to the patron—and a profit to the operators."

Touching further along the lines of development, Salesmanager Jim Buckley declared that "Smart industrial management recognizes the fact that the pause for a refreshing drink of cold carbonated beverage is a pause that pays—a pause that pays dividends in renewed energy, increased efficiency and good-will between employers and employees. For that reason every factory, every mill, every warehouse, every shop, in fact every industrial establishment of any description is an ideal spot for the Bally Beverage Vendor."

The machine, he declared, is ideally suited for industrial locations because no plumbing, pipe connections nor water supply of any kind are required. Patron operation is simple—a drop of the coin is the only requirement. Cigar stores, office buildings, parking lots and garages, railroad and other transportation terminals are among other location possibilities which Buckley declares exist in untold numbers.



The Beverage Vendor dominated Bally Mfg. Co.'s display at the recent CMMA Show, flanked by Bally Twin Bell and a complete line of marble games.

Bally Show

sales top previous record.

CHICAGO.—Discovering at the conclusion of the CMMA Show at the Sherman Hotel, here, last month, that Bally sales volume had topped all previous convention records, President Ray Mo-

loney analyzed the reason as lying in the amazing diversity of present Bally equipment and the effectiveness it has on location.

"Interest in the Bally Beverage Vendor was tremendous," he declared, "and the volume of orders booked surprised even us. We went to the Show expecting that our job would be primarily in

BRASS CHECKS For PIN GAMES

	1c	5c	10c	25c
5000.....	\$4.50 M	\$5.00 M	\$4.50 M	\$6.00 M
1000.....	4.75	5.50	4.75	7.00
500.....	3.00	3.50	3.00	4.50

Nickle plated checks add \$1.00 per M to above prices.
Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

NO CASH VALUE—SOLID OR WITH HOLES



the nature of missionary work to introduce our exclusive central unit method of preparing beverages. Instead we found operators and distributors eager to 'get going,' and ready to 'put it on the line' as fast as we could write the franchise papers. 1939 is definitely going to be a big year for Bally and Bally's customers.

"Next to the Beverage Vendor, our ice cream bar vendor and cigarette machine, which combines the features of a skill game and a vendor, were probably the most talked-about machines at the Show. Phonograph operators seemed excited about the Bally Phonograph Remote Control, which enables the operator to utilize old machines and offer patrons not twelve or twenty, but forty-eight selections.

"The Bally Bell, of course, accounted for a big chunk of our total sales volume at the Show, closely seconded by Hawthorne, our 10-way multiple with double reserve. In the novelty class, Bally Supreme attracted a great deal of attention due to its unusual flash, sound effect and clever new kicking bumpers. Supreme went into full production on the opening day of the Show, and accordingly operators and jobbers were able to get immediate delivery."

Discussing this 5-ball high score game further, it was pointed out that the playfield was alive with player interest. A "kicking bumper" is right in the center of the field, looking like a regular spiral bumper; its effect, though, is one of sending the ball scooting all over the board so that the score climbs at a dizzy rate and incites "five-figure fever" among the fans. In addition to this play-appeal, Supreme has eleven roll-overs, most of which score 1000 or 0 depending upon whether or not corresponding lights are lit; two of the roll-overs score 2000 when the lights are on, and two score 1000 any time they're contacted. The group of spiral bumpers each scores 100. A bell rings every time 1000 is scored on roll-overs, and two other old favorite play stimulator ideas are also found in Supreme—progressive score, and out-ball return.

Moloney believes that the outstanding counter game of the Show was Bally's new coin operated electric 300-hole salesboard which held big crowds day and night.

MONARCH'S NEW CATALOG Just Off The Press!

The most complete listing of coin-operated games you've ever seen. Page after page of super-values. Legal Equipment—Counter Games—Amusement Tables—Novelty Games—Consoles—Phonographs—Payout Tables—Vending Machines. If it operates with a coin slot . . . it's our business. This remarkable Catalog will save you time and money. Send for yours NOW!

Ticket users write for Circulars!
**MONARCH
COIN MACHINE CO.**
1731 Belmont Ave., Chicago

The Game which has 500,000 Ancestors

Mercury TOKEN PAYOUT



We are quite proud of the new MERCURY. It is the classiest looking counter game which we have ever built, every inch a thoroughbred. You will share our fatherly pride when you walk into a location with the new MERCURY. Such elegance never graced a counter before, all other games are hopelessly outmoded when compared with MERCURY.

New windstream design, finished in beautiful Duotone Hammerloid, suggesting expensive richness.

Elimination of side handle overcomes operating objections in many territories. Well-tested "Ginger" mechanism, improved with a "downstroke" handle release

—rates "tops" in counter game design, has proven successful in 50,000 locations. Automatic Token Payout, like on Ginger, token vended through side opening, gives perfect check on payouts claimed by location.

Penny or Nickel Play.

Optional "CONCEALED TOKEN AWARD" model, shown above, on winning combinations shows a reward token behind glass window; after storekeeper has paid reward over counter, he pushes plunger which deposits award token in cash box. Value of Token engraved on both sides.

MERCURY is the most modern game which you can operate in most territories, it will make more money than you ever dreamed of.

MERCURY is masterbuilt by Groetchen—with an experience of building half a million counter games back of it.

GROETCHEN TOOL CO.
126 N. Union Avenue Chicago, U. S. A.

RESOLVED . . . in 1939

We will give you the **best** merchandise in the coin equipment business for the **least money!** Our prices are right—our service is good! Why not trade at the SOUTHWESTERN VENDING MACHINE COMPANY?

We carry a complete line of everything you need for **good earnings**—and we will meet anyone's price on new and used marble games, counter games, phonographs, bowling games and supplies.

Follow the crowd—
Trade with us!



WRITE—WIRE—PHONE

SOUTHWESTERN Vending Machine Co.

ROchester 1421

2833 W. Pico, Los Angeles

"Never too busy to take care of your problems!"

Pacific Northwest Patter

By LOUIS KARNOFSKY

SEATTLE.—From coin machines to radio in three easy months. That sounds like an ambitious advertisement from one of those Be-A-Success-In-A-Hurry correspondence schools, but in this instance it's an actual experience that happened to Sammy (Dead End Kid) Michael. A few months ago Sammy was filling in at Western Distributors after school hours. Today he owns and operates the Michael Radio Co.

New Year's Day saw one more coinman desert his state of single blessedness when Earl J. Heroux ankled to the altar. His marriage adds another link to a chain of events in his colorful career that reads like fiction. Heroux has been a salesman, advertising man, printer, radio announcer and radio station owner among other things. Then he turned to coin machines, and from a humble beginning as an operator, rose to a position where he is now the leading arcade man in the Northwest. Asked to name the incident which left the deepest impression, Earl relates the story of how he and radio technician Walter Mott found themselves locked in the radio station of KXA November 17, 1931, at the conclusion of the midnight broadcast. A police prowler car was summoned and the two radio men were escorted down the fire escape at 3 a.m. "We had the police escort us," Earl recalls, "because we were afraid some of the people in the crowd below might think we were making a get-away from a safe cracking job or something and take a pot shot at us."

Fifty Northwest phonograph operators were guests of Jack R. Moore at a dinner in the New Washington Hotel, January 10, at which the new Seeburg Mayfair phonograph with mother-of-pearl finish was "guest of honor" in its initial showing. While Moore and Seeburg's Henry Anchester were pointing out the highlights of the new phono, Thelma Oliver and her personality smile were putting the guests at ease and helping to make their evening an enjoyable one.

If there are any coinmen who like to play checkers, we suggest that they hang on to their shirts when they go near Superior Distributors, because they're almost certain to lose this necessary piece of wearing apparel if they run into Stewart Findley, formerly of Portland, who recently joined the Superior staff. Findley won the state checker honors so frequently at the Rose City that they were seriously thinking of discontinuing the yearly tournament because Findley's winning was becoming such a monotonous habit. Now that he's taken up a Seattle residence, checker competition in Portland is booming to a new high.

Found: a fish story to end all fish stories. And the peculiar thing about this one is that it's authentic in every detail. John Legaz, who was a leading Seattle operator before he joined his father on herring fishing expeditions in Alaska, relates that on the last trip near Cordova, he and his dad hauled in their nets and landed 3,000 barrels at one crack! The

boat was only able to hold 750 barrels, so the remainder had to be tossed overboard. When this part of the story was told, a sad and wistful look came into the eyes of Operator Porky Jacobs. "Just think," Porky moaned, "2,250 barrels of herring gone to waste. Boy, I wish I was there. A couple of loaves of rye bread and a fistful of onions would have made those 2,250 barrels disappear like magic."

Ed Perry of the Interstate Novelty Co. of Spokane has bought out the Thomas Gum Co. interests in Seattle and Spokane. The Seattle branch, for 26 years one of the leading merchandise operating firms of the Northwest, has moved into newer and larger quarters in the heart of Coin Row. The firm will continue to operate gum and candy machines, and will also job and distribute standard lines of games and Wurlitzer phonographs. Harry Herbert, for the past eight years manager of the local office, will remain in that capacity under the Interstate banner.

Coin Row's smoothest mechanical team in seven years was broken up last month when Jerry Steffan left his workmate and playmate, "Ducky" McFarland, at Jack Moore's to join the staff of Western Distributors. Steffan is now first lieutenant to "Tiger" Leamer in Western's workshop, while Jerry's spot at Moore's is being filled by Willie (Bossy) Boswell, Steffan's nephew.

A much wiser and healthier man is Howard Gray, the digger operator, after a recent eight-day business-pleasure jaunt to San Francisco. Last year Howard, who is in charge of Lewis & Co. digger operations, worked day and night for a week to get things lined up so that he could take a vacation. But that vacation turned into a nightmare when Gray suffered a breakdown upon reaching California. He was confined to a hospital for a couple of weeks, then shipped home. This time Gray, with his wife and Alex Lewis, chucked business worries to the four winds, and had an enjoyable time. Gray is now a confirmed believer in the slogan: "It pays to play."

Last month Coin Row welcomed back with open arms Genevieve DeLong, capable Decca office manager, who returned to active duty after a recent illness. Genevieve's return marked the

CRISS-CROSS and BINGO are Going to Town!!

These two fascinating penny gum vendor skill games are bringing back "The Good Old Days" when a small investment in counter games provided a steady, comfortable income!

Criss-Cross and Bingo are netting operators \$3.00 to \$5.00 weekly profit! You'll agree that it is an excellent return for only . . .

• \$17.50 •
EACH

Write For Quantity Prices Today!!
D. ROBBINS & COMPANY — 1141-C DeKalb Ave.,
Brooklyn, N.Y.

exit of Mary Casperson, who turned in an efficient fill-in job, from the Decca picture. However, the unemployed didn't have Mary's name on their list very long, for she was grabbed by the Empire Hotel in San Francisco, for whom she will perform stenographic duties.

Coinings on the Cuff—The church has been selected, the clergyman has been arranged for, the invitations have been placed in the mail and the bride is waiting demurely, so there won't be any more postponements in the much-delayed Bob Chamberlin wedding. Valentine's Day will mark the culmination of old Dan Cupid's strenuous campaign. Dan, according to reliable reports, is demanding overtime pay for this job.

Dynamic Cliff Carter, American Record's all-around ace, puts more drive into his work than a college fullback... "Speedboat" Johnny Michael vows that he'll wreak vengeance on those speed-boat racers who drubbed him with such regularity last summer... Heberling Brothers have discontinued their phonograph operations and are concentrating their efforts on sales boards and pin games. That's a tough break for the boys working at the record houses, for they'll be missing Sybil Stark, the firm's record buyer. You'd be surprised what that gal's contagious smile does to brighten an otherwise drab day.

A rising threat to Porky Jacobs' crown as Coin Row's ace laugh-maker: Bob Walker, who has at least one thing in common with Comedian Bob Burns—their first names are identical... Frank Allen, the Decca man, was a former ace trumpeter in Vic Meyers' orchestra and he still maintains friendships with leading bandsters. Recently seen discussing phono hits with him was Orchestra Leader Archie Loveland, whose boys have been clicking in a big way at the Olympic Hotel ballroom.

There is sorrow among Coin Row's fair damsels because Operator Ray Pepple is minus that cute upper lip adornment that so endeared him to feminine hearts. A slightly unsteady hand on January 1 tried to shave the Pepple face, which explains the mustache's absence on January 2.

Keene 'Fixed Up'

TAFT, Calif.—A. M. "Auld Man" Keene has been "fixed up" for sure. In his latest picture he wears a big smile and a number. But the number is harmless enough—80M13—and represents the 1939 license plate he expected to put on his Lincoln Zephyr car. The sad part is that in Los Angeles recently someone stole the Zephyr when Keene wasn't looking, but didn't get the numbers. Keene says the car had a Reliance nickel in the "roomy boot" which he promises to give the finder if he will return the car.

Philadelphia Coin Machine Operators' Association

President—MARTIN MITNICK; Vice-President—FRANK ENGEL; Financial Secretary—BEN HANKIN; Secretary—JACK BRANDT; Treasurer—B. STEIN. Offices, Schaff Building, Philadelphia.

By HARRY BORTNICK

Officials who guided the destiny of this organization during its formative stages and who have been foremost in building one of the most powerful and beneficial operator groups in the country were unanimously reelected at the annual election, held early in January.



"Here's something to be glad for," grins Jack Moore, well known West Coast distributor, as he looks over Bally's new 10-way multiple with double reserve, Hawthorne.

Thus retained in their offices for at least another year are: president, capable Martin Mitnick; vice-president, stout, friendly Frank Engel; secretary, energetic Jack Brandt; treasurer, honest Morris Stein, and financial secretary, competent Ben Hankin.

These men again will be inducted into office at the annual banquet, plans for which are now being laid. This affair, expected to be one of the finest ever staged by this organization, will be held during February. The entertainment committee has devoted a great deal of time and effort to ensure every-

one's having a good time. Working toward this end are: N. Chodaker, chairman, Sam Lerner, Frank Engel, A. Foster, A. Spiegel, Frank Urban and R. Kull.

Reelected officers thanked the membership in brief addresses for again evidencing faith in their leadership, while members of the board of directors also made brief speeches. Newly elected members of the board are Sam Stern, Sam Pinkowitz, Sam Sussman and William Rodstein, in addition to the treasurer, president, vice-president and secretary who also serve.

29
COIN
MACHINE
REVIEW

Sensational New Machine for Operators EVERLASTING AUTOMATIC SALESBOARD

Snap and Class! Beautiful Appearance!
Fascinating Player Appeal!



LOW COST

IMPORTANT OUTSTANDING FEATURE IS THAT PLAYERS CANNOT SEE HOW MANY WINNERS HAVE BEEN PAID OUT

→Push plunger here to drop attractive colored balls into ruled window which makes total sale easily counted.

Can be worked at any price per punch.

Can be used over and over again.

No refills, first low cost only cost.

No servicing, just collections.

ACCURATE CHECK ON PAYOUT.

Jobbers, Operators write or wire for price list.

TENNYSON and COMPANY
179 N. WELLS ST. CHICAGO, ILL.

No. Calif.

(Continued from page 3)

Golden Gate Novelty, reports that his Blue Streak Diggers are doing big business for the operators and that they are buying them in large numbers this month.

An attempt to organize a pin ball association is being made in San Francisco this month by Clifford Good and C. B. Hitchcock. This section of California has never looked with particular favor on such an organization, principally because all former groups were organized by men outside the coin machine field. Although neither of these men is actually in the business, Mr. Good is an attorney who feels closely in tune with the problems as well as possibilities for success. According to Hitchcock, the membership drive has proven very successful.

More than 100 operators accepted the telegraphed invitation of the E. T. Mape Co. to join them at a luncheon at the Hotel Empire this month to witness the unveiling of their new Seeburg Pla-Boy. This machine, which is actually a 4-tube receiver that picks up the music from a phonograph equipped with remote control, won the audience completely. In the opinion of Mr. Mape it is going to prove a gold nugget for the operators, for it attracts patrons who otherwise would not leave their booths to drop a coin into the large machine.

Advance Automatic is considering the building of a hospital for the use of their owner and manager. Heine Grusenmeyer figures he spent about three months of last year in one and Lou Wolcher this month underwent an operation. Lou has revived sufficiently to take in the last show as well as the sights in New York and Miami. He will return the middle of February by way of his Seattle office.

The retail department of Viking Specialty is now headed by L. L. Baker who comes to this position with eleven years' experience in the wholesale department of Woolworth's and four years as a spare time operator of candy and nut machines. According to Mr. Wilslev, his enthusiasm and experience are proving invaluable as business has stepped up noticeably since his appointment.

Viking Specialty this month purchased the R. C. King Sales Co. and plans to manufacture and distribute these scales in the future.

The most bewildering order of the month came to Einar Wilslev last week on a penny postcard. Addressed to Vik-

COME AND GET 'EM!

If you are a fair operator—if you are fair to your business—here is a fair deal for you:

We guarantee to refund you the entire purchase price on 1939 Rock-Ola Luxury Lightup phonographs. You are the judge. You keep the phonograph only when you are convinced it's the best on the market!

This is a fair deal to you, Mr. Operator!

Come and Get 'Em!

Wm. Nathanson

PArkway 9191
2835 West Pico, Los Angeles

ing, it bore no other distinguishable mark. Even the town was blurred on the cancellation. The back was a complete blank. Since people frequently send in orders in strange ways, Einar is studying this one under a microscope.

Frank De Sassise has added a second-hand parts department to his jobbing house. He has also taken over the Northwestern route formerly owned by Johnny Molloca which runs from San Francisco down to San Jose.

"The day for commonplace novelties is over," says Ann Mandel, owner of the latest novelty store in San Francisco, and adds that unless the novelty is something very unusual it just doesn't click with the operator or the sales board customer. She has attempted to keep her novelties ahead of the times, as is evidenced by some of her latest additions. An airplane clock with a propeller revolving on the second-hand outside the glass is her latest scoop. Her Exposition novelties have also started to enjoy a big trade.

Dick Tyrrell has spread his wings and flown from the Viking roost to an establishment of his own in Mission Street. Prior to his association with Viking he spent five years in Los Angeles as owner of Vending Machine Headquarters, a name which he will carry over to his present business. He will be associated with George Barnes who will handle the local trade while Dick takes the road.

Johnny Ruggiero has finally decided that coffee belongs in the corner chop house and not in the office, so thumbs down from now on with the subtle suggestions from visiting operators on a tip-

ple over the desks.

Wolf Sales reports a brisk business in new and used games this month, particularly in northern California. Several large shipments of games have also been sent to Australia by fashion-plate Art Brant who announces that exports from that source are on the increase. Stanley Harris has joined the force of Wolf Sales and will handle the new phonograph cabinets for which the company will act as sole distributor.

William Rabkin, president of Mutoscope, and J. Frank Meyer, of Exhibit Supply Co., Chicago, were visitors in town this month and seemed to be satisfied with the activities of their respective concerns in this part of the West. Ed Therrien has been appointed Western representative for the Blue Streak Digger machines and has been renewing his acquaintance with local jobbers.

Frank Marty, Jr., has been accompanied by his girl friend on his last three visits to San Francisco to purchase equipment for his San Jose route. Jobbers are beginning to wonder whether Frank cannot be trusted alone in the big city.

Fred Walther, associated with Gardner & Co., drove a new car out from Michigan this month and stopped in San Francisco long enough to slip a large diamond on his girl's finger. His destination was Seattle where he will ply his trade until after his wedding.

W. E. Pierce was a buyer of slots and charms for his Hobart, Tasmania locations this month and caused several jobbers to get out and dust off the old atlas.

Lunceford Signed

by American Record;
program aired.

NEW YORK CITY.—Columbia Broadcasting System's active management of its newest affiliate, American Record Corp., got underway last month with the signing of Jimmie Lunceford and his 15-piece band to a long term contract for recording Vocalion discs, and a network broadcast Saturday evening, January 21.

The first release by Lunceford under new sponsorship was made January 19 and comprised an original composition in which his musicians collaborated with the composer-arranger-leader of America's "No. 1 Colored Swing Band," titled "Tain't What You Do But the Way That You Do It," coupled with an adaptation of the old favorite, "Cheatin' On Me," on the reverse.

COME AND GET 'EM!

Rock-Ola 1939 Phonographs

Sold on MONEY-BACK GUARANTEE!

This is a challenge. We can prove that the 1939 Rock-Ola is the best phonograph on the market, and we will give a written guarantee to refund the purchase price within 30 days. Use the machine for 30 days and you are the judge.

AND

We give a very liberal allowance price on your old phonograph.

Come and Get 'Em!

Wm. Nathanson

PArkway 9191
2835 West Pico, Los Angeles



Blake Named

DuGrenier factory
representative.

LOS ANGELES.—Arthur H. DuGrenier, Inc., has named C. A. Blake, pioneer cigarette merchandiser salesman of the Pacific Coast, direct factory representative in the territory from Denver west, according to recent announcement. The DuGrenier firm's offices are located in swank Rockefeller Center in New York City, and the firm's plant is in Haverhill, Massachusetts.

Blake, whose "success story" reads a bit like one of the famous Alger stories in which the hero invariably came up "the hard way" from poverty to riches and prominence, hitch-hiked from New York to Los Angeles because he couldn't afford train or bus fare, and landed in the city July 1, 1933 with but a few cents in his pocket. He was filled, though, with a determination to make good at introducing cigarette machines to almost then virgin territory, and in the course of five years he turned in a selling job as fine as his boss had ever seen.

Most noteworthy, perhaps—and this is fact, was the record he hung up for the largest single sale in the industry's history, a record still unbroken. The sale: 3000 cigarette machines to the firm of Coast Cigarette Vendors, Inc. of Los Angeles. True, Coast didn't want all 3000 machines at one time; they took them as locations were found, but the order has long ago been completed.

Then, too, Blake probably established

more new cigarette operators in the west than any other individual could account for. He introduced them to the business, showed them how to operate and how not to operate, listened to their problems, and generally acted as nursemaid or father-confessor, whichever the circumstances demanded.

In August, 1938, the DuGrenier people decided to terminate their long-standing policy of manufacturing machines to be handled through a distributor and, instead, to sell direct to the operator through salesmen of their own. After careful consideration, and equally thorough study on his part, Blake was offered and accepted the job as direct factory representative in the western territory which he intends to cover thoroughly and regularly. "I'm still selling the finest machine ever built," he asserts. Because of the fact that DuGrenier was making the machines sold by the company with which he was formerly associated, Blake points out the fact that "there are more DuGrenier machines in operation throughout the country today than any other manufacturer can claim."

Radical changes in the new machine, he asserts, make the current model an even better product, and one more profitable for coinmen to operate. Among the distinctive features of the latest DuGrenier models are included double capacity, shift-in columns, etc.

Blake is married, has a young son, now owns a beautiful home in an exclusive section of Los Angeles, and the fact that he could build it marks a sharp contrast to the state of his pocketbook when he arrived here five years ago. As he explains it, "I'm here to stay, and in order to do so I'm out to do a complete job—for Arthur H. DuGrenier, and for the operator so that I can go back again and sell him more machines whenever he needs them. I'm going to help him all I can to make his operation a success so that he'll need new machines often."

CMA Plans Banquet

NEWARK, N. J.—Plans for the second annual show and exhibit and the second annual banquet of the Cigarette Merchandisers' Association of New Jersey, to be held at Hotel Robert Treat, here, Sunday, February 19, are going forward rapidly, according to Manager Le Roy Stein. A group of mystery awards, dancing, and a whole lot of fun are said to be on tap. Athletics have captured the interest of a good many members of this organization, and competitive teams will be put on a number of fields.

PENNIES into DOLLARS



31
COIN
MACHINE
REVIEW

LUCKY ROLL

•
Penny
Legal Counter
Skill Game

•
M. BRODIE CO.

LONG BEACH, CALIF.

Dallas

St. Louis

Minneapolis

CHARM PACKS

144 Pieces Assorted

LATEST MAKE

SAMPLE - - - 70c Post-Paid

JAPAN IMPORTING CO.

542 Grant Avenue

San Francisco, Calif.

The WINNERS

IN THE PERMO NEEDLE CONTEST TELL WHY THE PERMO POINT

2000 PLAY
NEEDLE
PHONOGRAPH

IS THE ONLY NEEDLE they use for DEPENDABLE — PROFITABLE OPERATING!

FIRST PRIZE

KIMMEL & KORENGOLD,
CHICAGO

"We use PERMO POINT NEEDLES because of our tragic and expensive experimental cost, trying something "just as good at half the price." They never worked."

THIRD PRIZE

J. M. COLLETTE,

IDAHO FALLS, IDAHO

"PERMO POINT NEEDLES guarantee satisfied customers, location and operators; eliminate scratch; give longer record wear and clear tone production; get nickels in cash box."

FOURTH: Thos. Murphy, Brawley, Calif. "I tried several of the imitations of PERMO POINT NEEDLES, and purchasing them is just like throwing your money in the sewer."

FIFTH: O. H. Buttes, Chicago. "I use PERMO POINT NEEDLES because they wear longer, sound better, stand more abuse, and are comparatively low in cost."

SIXTH: Valley Sales Co., Oshkosh, Wis. "Trusted and tried—old words—old adage—but as true today as ever before. Like Buick—when better Needles are made—PERMO will make them."

SEVENTH: Carl Wikstrom, St. Paul, Minn. "PERMO POINT NEEDLES give our phonographs a softer, sweeter tone, are uniform, strong, sturdy and always dependable. No other Needle measures up to these qualifications."

EIGHTH: Lloyd L. Robertson, Tulsa, Okla. "Why I use PERMO POINT NEEDLES . . . because they save me TIME, TROUBLE and EXPENSE . . . less wear on the records with the BEST and 'CLEAREST' reproduction."

NINTH: W. E. Bosche, Raton, N. M. "Because my route of machines is spread over a territory of 400 miles, and I know the Needles will hold up between service trips."

TENTH: C. R. Marriott, Sault Ste. Marie, Mich. "To those operators who like trouble free operation, long life, and the best in tone from ALL our records — there's nothing like PERMO POINT NEEDLES."

ELEVENTH: D. C. Carmichael, Minneapolis, Minn. "We use PERMO POINT NEEDLES to protect our investment—we would not risk losing our business just to save a few cents."

TWELFTH: Philip E. Veeck, Seattle, Wash. "I use PERMO POINT NEEDLES because they give me the maximum both in tone and in dependable service."

THIRTEENTH: Claude Hitchcock, Minneapolis, Minn. "I use PERMO POINT NEEDLES so that competition

SECOND PRIZE

R. L. REGER,
BUCKHANNON, W. VA.

"PERMO POINT a good trade name, Service calls an expensive shame; I use PERMO POINT NEEDLES the proper way, and save \$10.00 every day."

can't say I am using inferior needles that don't do the job."

FOURTEENTH: Patterson & Dennison, West Allis, Wis. "We use PERMO NEEDLES because they are the best on the market; they save money in operations, and all locations are satisfied with results."

FIFTEENTH: Clinton Coin Machine Exchange, Lock Haven, Pa. "Having found that the elliptical point wears evenly, we see no noticeable change in tone from installations to the limit of usefulness of the needle."

SIXTEENTH: Dave Koplo, St. Louis, Mo. "I use PERMO POINT NEEDLES because they are the original which is always better than the substitutes."

SEVENTEENTH: A. E. Blackwell, Rock Hill, S. C. "I use PERMO POINTS exclusively, because they produce wonderful music, are not expensive, and have a long life. I would hate to be without them."

EIGHTEENTH: Robert Beall, Chicago. "I have tested them all, over a period of years, and until a better Needle is made, I will stick to PERMO POINT!"

NINETEENTH: Automatic Music Co., Woonsocket, R. I. "They reproduce an unequalled tone, and their durability to last 2,000 plays and more with a minimum wear on the records is quite amazing."

TWENTIETH: Louis Foetzer, Cincinnati, O. "I use PERMO POINT NEEDLES because they are the best with the least service calls, and best tones with longer record play."

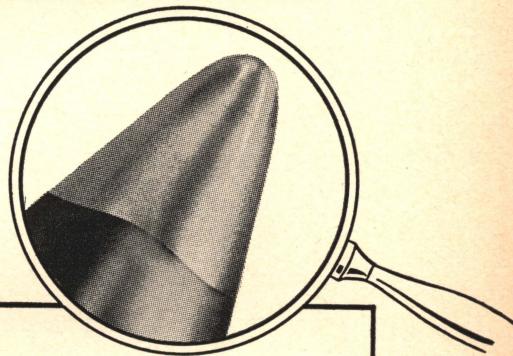
TWENTY-FIRST: Wichita Novelty Co., Wichita Falls, Texas. "Have practically used PERMO POINT NEEDLES ten years, have been side-tracked few times to others, but no use, as there is no comparison."

TWENTY-SECOND: White Sales Co., Paris, Tenn. "I use PERMO POINTS because they give better and longer wear, clearer tone, wear records less and cost less in the end."

TWENTY-THIRD: Schooley Automatic Music Co., Madison, Ill. "Because we find there is no other Needle that we can use with the same trouble free service, long life and maintained tone quality."

TWENTY-FOURTH: York Vending Co., York, Pa. "Because a specialist in any field should always be able to manufacture a superior product, particularly one who has pioneered a satisfactory product."

TWENTY-FIFTH: Denton Novelty Co., Cuba, Mo. "We use PERMO POINTS exclusively because of the longer life, perfect construction, and best of tone, and wear records less. 'Nuff said."



- SEE FOR YOURSELF, WITH
- Your Own Permo Magnifier,
- How the Permo Patented ellipti-
- cal point has twice the value of
- any round pointed needle in-
- cluding our own. HOW the
- elliptical point is really two
- points in one. WHY it is the
- best and most economical
- needle on the market today
- and has been for the past ten
- years.

PERMO POINT

Is the ONLY Needle
used as standard
equipment by EVERY
automatic phono-
graph manufacturer.

Automatic Music

Wurlitzer Changes

phonograph division
setup.

NORTH TONAWANDA, N. Y.—Declaring it necessary that he spend more time in connection with general administrative problems of the firm, Homer E. Capehart, vice-president of the Rudolph Wurlitzer Co., last month announced the promotion of Carl E. Johnson from factory manager, a post he occupied for many years, to manager of the North Tonawanda division, and of M. G. Hambergren from an executive sales post in the Cincinnati division to general salesmanager of the phonograph department.

The announcement was made in the form of a letter to all Wurlitzer customers as of that date, reading as follows:

"Gentlemen:

"Thanks to our customers, the increased volume in all divisions of our business has made it very difficult for me to give you the personal co-operation and assistance to which you are entitled.

"From this time on I must spend more time in connection with the general administrative problem of our company, which necessitates the following changes in our phonograph division here at North Tonawanda:

"Effective at once Carl E. Johnson, who has been for many years our factory manager, becomes manager of the North Tonawanda division of our company, and M. B. Hambergren becomes general sales manager of our phonograph business.

"Mr. Johnson, of course, needs no introduction to any of you, as most all of you know him. However, I do wish to say just a word about Mr. Hambergren. He has been with the Rudolph Wurlitzer Co. for 13 years in an executive sales position in our Cincinnati division and



M. G. Hambergren, general sales manager
Phonograph Division, Rudolph Wurlitzer
Co., North Tonawanda, N. Y.

with my co-operation and help Mr. Hambergren will give you the kind of co-operation and assistance that you so much deserve, because he is just that kind of a man.

"We again wish to say that we appreciate very much the business you have given us in the past and we hope we may continue to merit your full co-operation and support.

"Sincerely yours,
"THE RUDOLPH WURLITZER CO.
(Signed) "H. E. Capehart,
"Vice-President"

Walker Manages

Bluebird, Victor records
in new post.

CAMDEN, N. J.—Appointment of Frank Walker as manager of the Victor and Bluebird Record Department, in addition to his duties as manager of RCA Victor's broadcast transcription activities has been announced by the firm's President, G. K. Throckmorton, who declared, in announcing the appointment, that:

"We have just completed a very successful year in the record end of our business. During the last quarter of 1938, it was necessary to work our big plant here, three shifts a day, six days a week, in our attempt to meet the tremendous public demand for Victor and Bluebird records, brought about by the quality of our product, both technically and artistically."

Walker first became associated with the business in 1919. In 1924 he became general manager and director of the Columbia Phonograph Co. In 1933 he joined RCA Victor to organize the company's electrical transcription business which has grown to be a substantial part of the firm's business in the recording field, under his direction.

SENSATIONAL TUBE OFFER TO PHONOGRAPH OPERATORS

FOR CONFIDENTIAL PRICE
LIST WRITE TO

High-Point Amusement Co.

8 SOUTH 20th STREET
PHILADELPHIA, PA.

Distributors for Federal Radio Tubes

Shaw Steals

Goodman 'King of Swing'
title in poll.

CHICAGO.—Nobody thought it could be done, but it has been done: America has a new "King of Swing" in the person of Artie Shaw whom with his band, stole the title from Benny Goodman, two-year holder, in the annual poll conducted by "Down Beat," musicians' trade paper. Musicians (and a number of both swing and sweet fans who managed to sneak in) showered a record-breaking vote down on the publication to upset a number of other apple carts, as well. Now music operators know why Shaw's platters have been pulling in the nickels—sometimes as many as two or three Shaw discs on a single instrument out-pulled all others—it's because musicians themselves, as well as listeners, evidently rate him high musically.

Odd part of the whole thing is that Shaw came up "out of nowhere," late in 1938, when he recorded "Begin the Beguine" and "Indian Love Call" on Bluebird. By December there was scarcely a phonograph in the country that didn't have one or both sides listed on the program, to all appearances. His other discs took well, and on radio broadcasts he proved his popularity was sound.

The final tally on swing bands showed some 12,000 votes divided between thirty top orchestras, and a difference of only 38 votes between Shaw's musicians and Goodman's. The ranking of the first ten bands followed this order:

1. Artie Shaw	2535
2. Benny Goodman	2497
3. Bob Crosby	1486
4. Count Basie	889
5. Jimmy Dorsey	714
6. Tommy Dorsey	676
7. Casa Loma	618
8. Duke Ellington	461
9. Jimmie Lunceford	401
10. Gene Krupa	304

Nearly 11,000 votes were divided between 45 leaders in the best sweet band classification. Top ten in this division were:

1. Casa Loma	1971
2. Hal Kemp	1660
3. Tommy Dorsey	1444
4. Kay Kyser	740
5. Guy Lombardo	679
6. Wayne King	459
7. Larry Clinton	360
8. Russ Morgan	326
9. Horace Heidt	229
10. Glenn Miller	222

It's interesting to note that both musicians and fans were undecided, in a number of cases, as to whether a band was "sweet" or "swing." Tommy Dorsey, fifth in the latter group, was in third place under the sweet listing. Larry Clinton, seventh in the sweet bands, stood eleventh under the swing grouping—and rated top as an arranger, with 1901 votes to Fletcher Henderson's 1850 for second place; among the more wide-

VOCALION

Tops Your "Must" List!

BRUNSWICK

Every Artist an ARTIST!

VOCALION

Tops Your "Must" List!

ly known arranger-names, Duke Ellington's was fifth, Raymond Scott's seventh, and Will Hudson's ninth.

Benny Goodman stood up for his rights when it came to the voting for soloist, and topped Artie Shaw by 142 votes to retain first place in that rating, followed by Harry James, Tommy Dorsey, Dave Harris, Bob Zurke, Lionel Hampton, Teddy Wilson and Gene Krupa, in that order. In the matter of quartets and trios Goodman also kept the lead—and an undisputed one—with 4198 votes to Afrain Rollini's 1546; others rating high on this point were the Andrews Sisters, Bob Crosby's Bobcats, the Merry Macs, Raymond Scott Quintet, Milt Hertz, Mills Brothers and the "Mod-ernaires."

Ella Fitzgerald rated tops as vocalist with 1729 votes, Bing Crosby second with 1201, Mildred Bailey third with 1123. Others who stood high in the tabulation were Billie Holiday, Martha Tilton, Bea Wain, Jack Leonard, Connie Boswell, Kenny Sargent, Maxine Sullivan.

In naming top soloists among the various instruments—the clarinet leadership was established, of course, when Goodman and Shaw placed one-two in the voting for best soloist without regard for the classification—Teddy Wilson nosed out Bob Zurke on piano, and Harry James, Bunny Berigan and Louis Armstrong rated best of all trumpeters. On bass, it was Bob Crosby's Bob Haggart who sneaked in ahead of Harry Goodman, very much like Benny Heller led Carmen Mastren on guitar. Gene Krupa won the drummer's chair over Ray Bauduc; Tommy Dorsey and Jack Teagarden were shoved into the trombone chairs easily, and Jimmy Dorsey, polling more ballots than any other alto saxophonist, found himself leading the all-star sax selection of what might be termed a composite "All-American band," beside Bud Freeman, Goodman and Johnny Hodges. Results of the "corn" section of the contest were virtually as anticipated, with Ted Lewis, Henry Busse, Eddy Duchin and Carmen Lombardo leading the respective divisions.

Thirty records got seventy or more votes apiece to win a place in the "Best" Recordings of 1938 classification, with most of the votes cast for so-called "hot" music. They were:

1. Sing, Sing, Sing
Benny Goodman.....Victor
2. Begin the Beguine
Artie Shaw.....Bluebird
3. One O'Clock Jump
Benny Goodman.....Victor
4. Don't Be That Way
Benny Goodman.....Victor
5. My Reverie
Artie Shaw.....Bluebird
6. Memories of You
Casa Loma.....Decca
7. Tisket a Tasket
Chick Webb-Ella Fitzgerald...Decca
8. Wrappin' It Up
Benny Goodman.....Victor
9. South Rampart St. Parade
Bob Crosby.....Decca
10. Every Tub
Count Basie.....Decca
11. Yancey Special
Bob Crosby.....Decca
12. Beck and Call
Red Norvo.....Brunswick
13. Back Bay Shuffle
Artie Shaw.....Bluebird
14. Happy Farmer
Raymond Scott.....(M) Brunswick

15. Roll 'Em
Benny Goodman.....Victor
16. Wacky Dust
Bunny Berigan.....Victor
17. Marie
Tommy Dorsey.....Victor
18. I Let a Song Go Out of My Heart
Benny Goodman.....Victor
19. Liza
Chick Webb.....Decca
20. Comin' On
Artie Shaw.....Bluebird
21. Indian Love Call
Artie Shaw.....Bluebird
22. Melancholy Baby
Jimmy Lunceford.....Decca
23. At Long Last
Kay Kyser.....Brunswick
24. Doggin' Around
Count Basie.....Decca
25. Dush in Upper Sandusky
Jimmy Dorsey.....Decca
26. Rock It for Me
Chick Webb.....Decca
27. Big John Special
Benny Goodman.....Victor
28. I Let a Song Go Out of My Heart
Duke Ellington.....Brunswick
29. Nagasaki
Gene Krupa.....Brunswick
30. Bugle Call Rag
Benny Goodman.....Victor

Numbers 1, 17, 26 and 30 were voted for in error, since the recordings were made before 1938, but that's the way the tabulation came out.

And that's what musicians and fans think of the music and the music-makers of 1938. How did you do, Mr. Music Operator?

VOCALION
Tops Your "Must" List!

Mills Phono in K. C.

KANSAS CITY, Mo.—Western Distributing Co. held a premiere showing of the new Mills 20-record phonograph for Kansas and Western Missouri operators, February 6, in its showrooms at 3429 Main Street, here. Charles Schlicht, Mills official, and a factory engineer were on hand to explain details of construction and operation to interested musicmen who came in numbers from all over the territory. Refreshments provided by the distributing organization met with wholehearted enthusiasm, just as the new Mills machine was received enthusiastically.

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INSURING PERMANENCY of the AUTOMATIC MUSIC BUSINESS

TOO MANY PHONOGRAHS . . . too much competition between operators . . . too much effort for too little return . . . these are some of the things haunting the minds of operators who can look back on the days of music operating when it was a highly profitable business, the minds of younger men in the business who have a determination to build something stable and lasting, the minds of all men in the automatic music industry who think constructively on the economic situation. Recognizedly one of the strongest organizations of its kind, one of the pioneers and leaders in thought, the Association of Phonograph Operators of Eastern Pennsylvania and New Jersey has given thorough consideration to the problem of stability of the music business. Their findings and recommendations are given herewith as a matter of united opinion of members of the body, and publication here does not necessarily mean that the COIN MACHINE REVIEW endorses these views.

The factors in the problem are:

1. The public;
2. The operator;
3. The record manufacturer; and
4. The phonograph manufacturer.

1. The Public (the ultimate consumer who buys the music sold automatically);

The history of automatic music operation and the fact that many men have operated automatic music equipment continuously for years is proof of the permanency of the business if it is conducted properly. That is, the public will patronize automatic music equipment as long as it gets its money's worth.

2. The Operator (who supplies the equipment for the public's entertainment):

Unquestionably, at this time the number of operators of automatic phonographs is the greatest in the history of the automatic music business, as is the number of pieces of equipment being operated. On the average, however, the number of pieces per operator is no greater than it has always been, due to the continual entrance of new operators into the business. Therefore, the average operator cannot make more than a fair living, while the large operator may show a small profit. The history of the business does not show that it has made operators rich. Since there are enough operators in the business today to more than handle the existing locations, expansion is possible only by taking locations from other operators. Thus the high-commission and low averages on machines, causing slow replacement of old equipment, slow pay-

out of obligations, and refinancing of equipment by manufacturers in many cases.

3. The Record Manufacturer and Distributor (who supplies the music for the public's entertainment):

The record companies lost most of their record sales when home phonographs were displaced by radios. The fully-selective automatic phonograph, in conjunction with home radio-phonograph combinations, operated to bring music to the public most conveniently, as a business revived record manufacturing so that the sale of records today is probably the greatest in history. Automatic phonographs, the radio and the movies popularize songs so rapidly that recordings become old in the space of a few weeks, with the record manufacturers producing new discs at the rate of about fifty a week, and quickly obsoleting most previous recordings. It is said that approximately eighty percent of all the "popular" recordings, that is, the quickly-popular, short-life records, are sold to automatic phonograph operators.

A good automatic music operation (one that really caters to its customers, the public) must make an expenditure of about forty-five cents per phonograph per week for new records. With a quarter-of-a-million phonographs in use, there is available a potential annual business volume to record manufacturers from phonograph operators of over five million dollars.

4. The Automatic Phonograph Manufacturer (who supplies the operator's equipment for reproducing music for the public's entertainment):

There are approximately 250,000 automatic phonographs in use today. There cannot be much question that with the amount of money represented in the cost of an automatic phonograph, the depreciation period should be at least five years. This would mean a twenty per-cent replacement annually for the manufacturer's market, or about 50,000 phonographs per year at an annual cost of over \$10,000,000.

Summarizing this analysis, it would seem that the public would probably continue to play automatic phonographs indefinitely if operators, through the co-operation of record manufacturers and manufacturers of automatic phonographs, will give the public music that is worth the money it pays; but, while the average operator could make a fair living and a small profit, the record companies and phonograph manufacturers stand to benefit the most since their

number is very small for the volume of business available to them.

Therefore, it would seem, the least the manufacturers could do is to cooperate with and protect the operators of automatic phonographs to insure their own markets.

What Is The Present Situation?

1. The cooperation of the public, even in its present poor financial condition, is very satisfactory.

2. The cooperation of operators with other operators is rapidly improving, due to the realization of the ultimate outcome of the business, unless conditions are corrected. Formation of many voluntary fair-trade groups of operators in the past year proves this fact.

3. The cooperation of record manufacturers with the operators of phonographs thus far, indicates that the operators need fear no trouble from that direction, as continuation of volume sales of records is highly desirable.

4. The cooperation of phonograph manufacturers can be greatly increased. Recent announcements by certain manufacturers are evidence that better co-operation will follow to improve the following conditions:

(a) Saturation—Heavy total unit purchases by operators during 1936 and 1937 has resulted in practically all worthwhile locations being supplied with phonographs today.

(b) Returns—Intake averages decreased, as more locations were supplied with phonographs.

(c) Obligations—Most operators are still paying off notes on 1937 and 1938 purchases, and they are having a hard time meeting their payments at present. Elimination of unfair competition, establishment of no new operators and a general improvement of economic conditions would eliminate this situation.

Some phonograph manufacturers, recognizing the foregoing analysis, have introduced a "trade-in" policy enabling operators having antiquated and very old phonographs, to trade in this obsolete equipment for new music machines; and they have been refinancing accounts to help deserving operators with their payments. Some manufacturers have also gone on record as not selling to locations, and limiting their sales to established music operators.

The real problem is that phonograph manufacturers, by accident or design, have practically saturated their market in the past four years, thereby causing a "lag" in replacement by at least one year for normal depreciation of phono-

graphs bought in 1934; and, coupled with this, is the fact that many phonographs older than four years which should have been fully depreciated, are still on location, with their operator-owners seemingly unwilling to replace them, due to failure to get proper returns to date on their investment.

Since operators who have only phonographs that are less than four years old naturally require at least one more year of operation to depreciate their oldest equipment fully and are, therefore, not in the market for any substantial number of new phonographs, the phonograph manufacturer must look to the operator of equipment more than four years old for his present business, in order to keep his plant running. This can be handled to a certain extent by operators who purchase new equipment, trading-in the old equipment of other operators not wanting to purchase new machines.

Obviously, if the operators look to the phonograph manufacturers to cooperate with them by selling only to established music operators good phonographs at reasonable prices, then certainly the operators must show a ready willingness to cooperate with the manufacturers by seeing to it that they, the operators, replace at least twenty percent of their total equipment every year, so that the factories can plan on a steady replacement program with which to keep production schedules moving.

The operator and the manufacturer have a common goal—to stabilize and make the automatic music business permanent by giving the public the most in automatic music for their money at a reasonable and steady profit. The operator cannot achieve this aim if the manufacturer forces him to take less than five years' depreciation on his equipment; neither can the manufacturer reach his, if the operator insists on operating antiquated machines and refuses to modernize to give the public better music, as well as giving the manufacturer a steady business.

How To Solve This Problem—Two-Way Publicity-Announced Policies.

1. Manufacturers to figure their yearly production on a basis of not more than twenty percent of their own-made units owned by their operator-customers.

2. Operators to replace twenty percent of their equipment each year. Those not doing so, not to be sold in the future by the manufacturers.

3. Manufacturers to agree, through their association, on only one change of models per year, all announced at the same time.

4. No new operators to be created or established. No public advertising. No sales to locations by manufacturers or by operators. If the latter violates this clause, he is not to be sold by the manufacturer (or through any agency) in the future.

5. Manufacturers and operators to assist each other in fighting adverse legislation and other detrimental matters.

* * *

Dusty: "I believe in calling a spade a spade."

Rusty: "I believe it's the safest policy myself. I once tried to pass off a spade as a club. That's how I got my two fingers shot off."

BRUNSWICK
Every Artist an ARTIST!

Music Operators' Association, Inc. of Houston

President—F. S. CLANCY; Vice-president—SAM AYO; Treasurer—LESTER HEARN; Executive Secretary—W. A. NIEMACKL, 1105 Broadway, Houston, Texas.

By JOHN G. WRIGHT

Music Operators' Association of Houston set two new records—a new high for attendance and a 100% vote present—at the first business meeting of 1939 held at Texas State Hotel the evening of January 6. Every operating firm was represented, making 100% voting strength and only five were lacking to make literally a 100% attendance.

Two applications for membership in M. O. A. of H. were read and voted on. One, that of Harold Daily for operating membership, was accepted. The other application was rejected.

A motion providing that a member who had withdrawn from the organization be charged not less than \$100 nor more than \$1000 to be reinstated, was defeated.

Election of officers was held, and as provided by the constitution, officers were nominated from the floor and elected by popular vote.

Those slated to guide the organization during 1939 are: president, F. S. Clancy; vice-president, Sam Ayo; treasurer, Lester Hearn (re-elected); executive secretary, W. A. Niemackl. Board of Directors: J. W. Williams, Fred McClure, William Peacock, Lester Hearn and Jack Armstrong.

After the new officers had been seated Herbert L. Heatly, by a unanimous vote, was elected honorary associate member, and appointed legal advisor. Such an honor has been conferred only once before, when John G. Wright, Texas representative for the COIN MACHINE REVIEW, was elected honorary associate member of the Association.

O. L. Bickley, Vice-President of Local I.B.O.E. introduced L. W. Merchant, business manager of same local, who had been invited to explain the workings of the union to the Association. President Clancy read from the portfolio of I. A. E. P. O., explaining how phonograph operators had been inducted into different branches of organized labor, and finally into the one organization especially created for them, the International Assn. of Electrical Phonograph Operators.

George Cunningham spoke against making any sort of union labor connections whatsoever. D. W. Willett spoke in favor of affiliating with I.A.O.E.P.O. After a committee of E. M. Gates, Lester Hearn and F. S. Clancy had been appointed to meet with representatives of I.B.O.E., the matter was carried over until next meeting.

Rarely is any business of a serious nature transacted at a social meeting of Music Operators' Association of Houston. Due to the fact, however, that the group is still undecided as to the union question, time was taken out at the January 19 social gathering to read aloud

to all present the article, "Musicmen Unite," on page 53 of the January issue of COIN MACHINE REVIEW.

Commenting on the story, officials of the organization said: "Judging from this write-up, appearing in a magazine that is an authority on operators' associations over the whole country, those operators in California have identically the same set-up as Houston Operators want."

* * *

A little girl of five was entertaining while her mother was getting ready. One of the ladies remarked to the other with a significant look, "Not very p-r-e-t-t-y," spelling the last word.

"No," said the child quickly, "but awful s-m-a-r-t."

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Hales-Mullaly, Incorporated
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Hits On Discs

Only Records Suitable for Automatic Phonograph Use Are Reviewed in These Columns
CODE TO SYMBOLS: O—ORCHESTRA; HB—HILLBILLY; V—VOCAL; N—NOVELTY; R—RACE

BRUNSWICK

HORACE HEIDT (O) 8305
CARNIVAL OF VENICE (FT)
THE GREEN GRASS GREW ALL
AROUND (FT)

Clever arrangements and vocals on an old fable. Male chorus does a noble job of backing up Heidt similar in style to "Old MacDonald Had A Farm." Sweet novelty for ops. Platter companion is a swingy affair with minor appeal.

DOROTHY LAMOUR (V) 8304
KINDA LONESOME (FT)
JUNIOR (FT)

Smooth and sweet renditions of current favorites. Second tune is one of those "We Love Baby" ballads bound to creep into and pull the heart strings of the hardest of toughies. Merit in both numbers.

BLUEBIRD

MESS MEZZROW (O) 10085
COMIN' ON WITH THE COME ON (1
& 2)

Another hot series coming up. Recorded under the supervision of Hugues Panassié this is the forerunner of many more that are particularly recorded for the far flung membership of the hot jazz fraternity. This New Orleans type of music burns up the needles and should also keep the coin chute busy.

JOHNNY MESSNER (O)
SINGIN' IN THE SADDLE (FT)
LET'S STOP THE CLOCK (FT)

A cowboy number and a love song. Smooth tunes engagingly performed. Okeh.

TOMMY LADNIER (O) 10086
WEARY BLUES (FT)
JA-DA (FT)

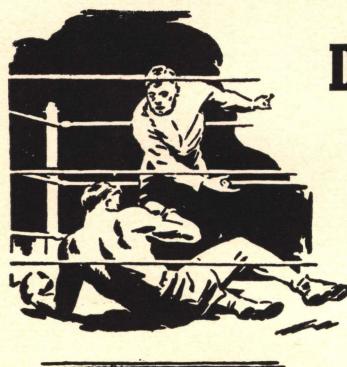
Second in the Hugues Panassié series. Entirely different in style from the first. A-1 material for the hot jazz devotees.

"FATS" WALLER (O) 10116
HOLD TIGHT (FT)
YOU OUT-SMARTED YOURSELF (FT)

Two brand new nifties. Done in typical Waller style with vocal refrains, clowning, and piano ramblings by "Fats". Recommended.

VAN ALEXANDER (O) 10118
THE MASQUERADE IS OVER (FT)
HEAVEN CAN WAIT (FT)

A duo of engaging numbers smoothly treated by Alexander. Both tunes have a wealth of value to operators. Second tune is especially worthy.



Down for the COUNT?

Don't let lack of public interest knock your phonographs down for the count! You can always fight public indifference—and there won't be any KO's or knockdowns—by using plenty of fresh, new DECCA records. You'll WIN—with full cash boxes!

Here are some of DECCA's latest releases. Hear them... use them. They'll be money-makers for you!

2237 When The Bloom Is On The Sage

It's a Lonely Trail

BING CROSBY

2221 Umbrella Man—FT VC
We Speak Of You Often—FT VC
GUY LOMBARDO & HIS ORCH.

2214 Hold Tight
Billy Boy
ANDREWS SISTERS

2201 The Funny Old Hills

I Have Eyes

BING CROSBY

2222 Jeepers Creepers—FT VC
Mutiny In The Nursery—FT VC
PAUL WHITEMAN & HIS ORCH.

2248 This Can't Be Love
The Shortest Day Of The Year
FRANCES LANGFORD & RUDY VALLEE

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Every Artist an ARTIST!

TOMMY DORSEY (O) 26145
COCKTAILS FOR TWO (FT)
OLD BLACK JOE (FT)

Two well-established melodies in the Dorsey style of swing. Old appeal is still there and numbers will click beautifully with the public.

RICHARD HIMBER (O) 26146
JEANNIE SWINGS OUT (FT)
SWEET AND HIGH (FT)

Taking "I Dream of Jeannie" and "Sweet and Low" Himber does his distinctive pyramiding and winds up with pleasant results. Vocals are well taken. Numbers have oodles of appeal.

TOMMY DORSEY (O) 26149
IT'S IS IT (FT)
IT'S ALL YOURS (FT)

Played in the medium sweet-swing style this pair from the musical comedy "Stars In Your Eyes" is sweet meat for ops. Bound to please.

SAMMY KAYE (O) 26150
COULD BE (FT)

PENNY SERENADE (Tango)

Climb aboard on this number. One of the best to come out of Kaye's camp in a month of Sundays. Three Barons sing. This number will build rapidly. Tango foxtrot is a suitable coupling.

VOCALION

RAY HERBECK (O) 4611
SIMPLE AND SWEET (FT)

GOTTA PEBBLE IN MY SHOE (FT)

Herbeck contributes two conventional fox-trots with average mob appeal. Vocals on both. Second tune has caught on remarkably well of late and Herbeck's arrangement is jake for most any spot. Good.

LEWIS-JOHNSON-AMMONS (Pianos) 4606

BOOGIE WOOGIE PRAYER (1 & 2)

Boogie Woogie Prayer is a three piano prayer to King Jazz. Wild, fantastic, and interesting. For variety it should click.

WALTER POWELL (O) 4612

DEVIL'S HOLIDAY (FT)

DEFINITION OF SWING (FT)

Second ditty is a weird potpourri of noises but none-the-less modestly descriptive of swing. No vocals. Accompanying tune might be part two. Okeh.

37

COIN
MACHINE
REVIEW

Get in
the Money
with Music's Big
Money-
makers

LARRY CLINTON & HIS ORCHESTRA

Victor 26108—JEEPERS CREEPERS
THE DEVIL WITH THE DEVIL

LARRY CLINTON & HIS ORCHESTRA

Victor 26100—MY HEART BELONGS TO DADDY
MOST GENTLEMEN DON'T LIKE
LOVE

ARTIE SHAW & HIS ORCHESTRA

Bluebird 10046—DAY AFTER DAY
DEEP IN A DREAM

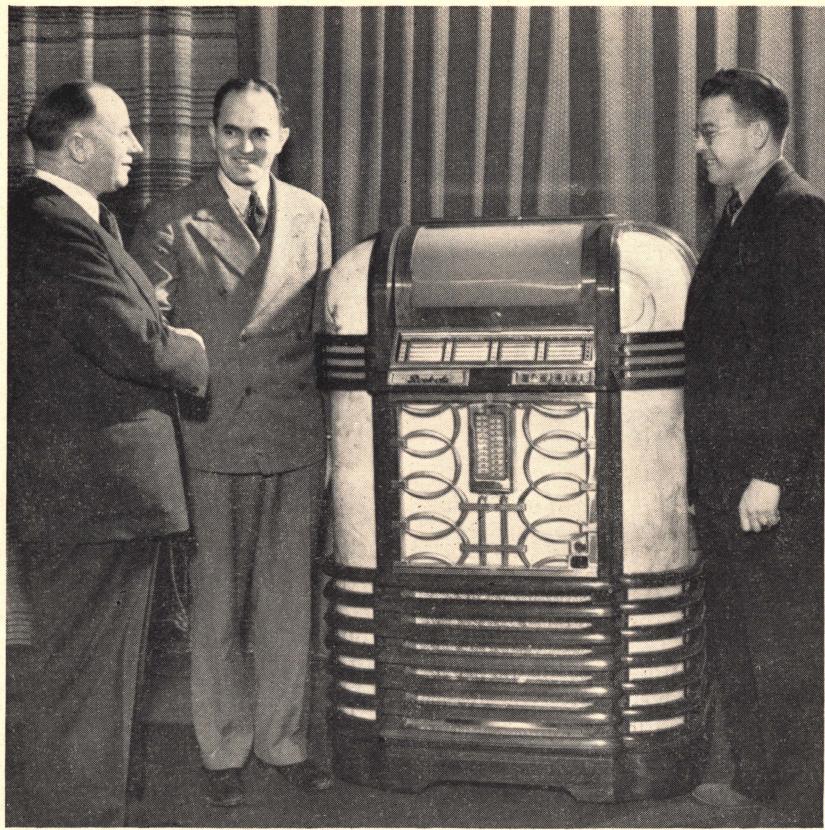
JOHNNY MESSNER & HIS ORCHESTRA

Bluebird 10107—COULD BE
THE DEVIL WITH THE DEVIL



LEO J. MEYBERG CO.

LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO 70 Tenth Street



A. R. "Bud" Kinney (center), recently named Rock-Ola distributor for the state of Washington, is "all set to go" in making a record showing with Rock-Olas. Jack Nelson (left), vice-president and general salesmanager of the Chicago firm, and I. F. Webb (right), vice-president and salesmanager of the phonograph division, offer their fullest cooperation.

Rock-Ola Names

Kinney for Washington.

SEATTLE. — Excluding only its far-eastern section, the state of Washington's new Rock-Ola distributor will be A. R. "Bud" Kinney, well-known coinman from Seattle and Everett, and manager of the Northwest Sales Co. in the former city, and of Hart Novelty Co. in Everett, according to recent announcement of Rock-Ola officials.

Starting shortly, Northwest Sales Co. will start a dramatic presentation of the new 1939 line of Rock-Ola Luxury Lightup phonographs in each of the principal cities of Washington so that all interested parties may have an opportunity to see and buy, Kinney announces.

Commenting upon his appointment, Kinney declared that "Naturally we're

pretty 'set up' over getting a chance to handle Rock-Ola's new Luxury Lightup phonographs, and are prepared to do a fine job of it. We sincerely believe that we will sell more Rock-Olas this year than any phonograph ever has, because the new Luxury Lightup models have an amazing number of positive-scales features that appeal to the operators, locations, and their customers."

Kinney attended the Coin Machine Show at the Sherman Hotel and was greatly pleased with the reception given the Rock-Ola phonographs displayed there, and especially with the result of his own efforts in securing orders. He spent several days in the big Rock-Ola factory superintending his carload shipments of new phonographs for the Pacific Northwest.

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- B-10091—Jungle Drums
It Had To Be You
Artie Shaw Orchestra
- B-10079—Say It With a Kiss
It Took a Million Years
Artie Shaw Orchestra
- B-10048—The Umbrella Man
Polly Put Your Slippers On
Johnny Messner Orchestra

BRUNSWICK

- 8282—My Heart Belongs to Daddy
Most Gentlemen Don't Like Love
Mary Martin with Eddy Duchin Orch.
- 8225—The Umbrella Man
Sixty Seconds Got Together
Kay Kyser Orchestra
- 8291—I Go for That
Let's Dream in the Moonlight
Dorothy Lamour with Jerry Joyce Orch.
- 8296—Apurksody
Ta-Ra-Ra-Boom-Der-E
Gene Krupa Orchestra
- 8280—Jeepers Creepers
Say It With a Kiss
Gene Krupa Orchestra
- 8277—I'm Forever Blowing Bubbles
Adios Muchachos
Ella Logan with Perry Botkin Orch.

DECCA

- 2201—I Have Eyes
The Funny Old Hills
Bing Crosby with
John Scott Trotter Orchestra
- 2221—The Umbrella Man
We Speak of You Often
Guy Lombardo Orchestra
- 2200—You're a Sweet Little Headache
Joobalai
Bing Crosby with
John Scott Trotter Orchestra
- 2237—It's a Lonely Trail
When the Bloom is on the Sage
Bing Crosby with
John Scott Trotter Orchestra
- 2208—Honky Tonk Train
The Big Noise from Winetka
Bob Crosby Orchestra
- 2222—Jeepers Creepers
Mutiny in the Nursery
Paul Whiteman Orchestra

VICTOR

- 26130—Bach Goes to Town
Whispering
Benny Goodman Orchestra
- 26108—Jeepers Creepers
The Devil With the Devil
Larry Clinton Orchestra
- 26126—Midnight on the Trail
Hawaiian War Chant
Tommy Dorsey Orchestra
- 26117—The Umbrella Man
You're Gonna See a Lot of Me
Sammy Kaye Orchestra
- 26125—It Had To Be You
Louise
Benny Goodman Orchestra
- 26100—My Heart Belongs to Daddy
Most Gentlemen Don't Like Love
Larry Clinton Orchestra

VOCALION

- 4546—Pluckin' on a Golden Harp
Flow Gently, Sweet Afton
Patricia (Ol' Man Mose) Norman
- 4554—Ferdinand the Bull
When Paw Was Courtin' Maw
Hoosier Hot Shots
- 4560—Pussy, Pussy, Pussy
Gin Mill Blues
Light Crust Doughboys
- 4582—Tain't What You Do
Cheatin' on Me
Jimmie Lunceford Orchestra
- 4561—The Umbrella Man
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Lawrence Welk Orchestra
- 4548—They Say
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Phonograph Operators of Eastern Pennsylvania and New Jersey

President — PHILIP FRANK; Vice-President — HARRY SCHERDORF; Treasurer — IRWIN NEWMAN; Secretary — JOHN MANION; Business Manager — FRANK HAMMOND. Offices, 408-10 Schaff Building, Philadelphia.

By HARRY BORTNICK

Big event of the past month was the second annual banquet and entertainment of this outstanding organization, held at Jack Lynch's night club, atop the Hotel Walton, Sunday Evening, January 22, with more than 250 operators and their wives present. Also in attendance as guests were representatives of different manufacturing and distributing organizations, as well as officers of the different chapters of the Association.

Distributed at the affair was a complete program and booklet with advertisements from all the leading manufacturers of phonograph machines and accessories. Of great interest was a brief history of the organization detailing its development since its formation October 19, 1936, in a meeting of a handful of operators and some manufacturers' representatives.

A brief synopsis of the high points of this history: During the first year of organization meetings were held at the offices of Attorney Edward Polisher, and later, when the membership increased, in the headquarters of Morris Margulies. A year later the organization opened its

own headquarters at 2013 Market Street, with Frank Hammond acting as business manager.

Membership was increased and in addition to honoring each other's location and following uniform commission rates, the Association offered members savings by quantity purchases, and proof of savings effected is that in one year merchandise amounting to \$5,000 was purchased for members.

The Harrisburg chapter was formed February 21, 1938, with a nucleus of nine men, growing in less than a year to thirty members. Another chapter was organized June 20, 1938, with the formation of a subsidiary group of 12 operators in Wilkes-Barre; membership now has increased to 27.

With the increase of membership in the Philadelphia group, and the importance of work handled, headquarters was transferred to a larger office in the Schaff Building, April 22, 1938.

Since the formation of the Phonograph Operators Association, helpful agree-

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PHONOGRAPH BARGAINS

WURLITZER 616's	\$99.50
WURLITZER 412's	54.50
ROCK-OLA IMPERIALS, 20's	110.00
ROCK-OLA, 16 Records	67.50
ROCK-OLA, Regulars	42.50

1/3 Deposit. Balance C. O. D.

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Sam Kresberg, Manager

CABINET STAND

For New Wurlitzer Model 61

This gorgeous chromium trimmed stand in light and dark walnut, matches the new Wurlitzer. Makes it look like one unit. Sturdily built of 16 and 20 gauge material.

Operator's price \$14.75

Pedestal stand for Wurlitzer in handsome brown wrinkle finish, with tray for machines. 2 1/2" post, base 22" diameter. \$7.75.

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LIBERAL DISCOUNT TO DISTRIBUTORS

CENTRAL STAND Mfg. Co.
New Address: 59 E. 26th St., Chicago

ments have been formed with the Coin Machine Operators of Philadelphia and the Automatic Music Association of New Jersey, which have protected local operators in gaining and holding locations for their machines at a reasonable rate of profit.

The Association's importance has grown until now the Philadelphia branch numbers 58 members, with the two subsidiary groups having 57 members for a total of 115 members operating more than 8,000 phonograph machines in Eastern Pennsylvania and New Jersey.

In this issue of the COIN MA-

CHINE REVIEW, recognizing that this body has become one of the most important groups of its type in the country, has published an article reflecting the views of this group on how the phonograph business can best be established on a solid, profitable basis for operators, location owners, distributors and manufacturers.

Newest members of the Association are: Joy Music Company, Atlantic City, N. J.; James Masselli, Vineland, N. J.; Norman Smith, Laurel Springs, N. J.; Frank Kuhn, Philadelphia; M. Petalis, Claymont, Del.; and George Workman, Chester, Pa.

field for his output as it is the aim of the Association that phonographs now purchased should last for a three year period only. One third of all phonographs will therefore be replaced yearly. For example, we now have 15,000 phonographs in operation in the State of California. One-third would make 5,000 machines to be replaced every year. At that rate it will give phonograph manufacturers a natural field for the new models released yearly, and it is no secret that there is plenty of room for improvement in the phonograph business insofar as the manufacturer's output is concerned, as under existing conditions the market for new equipment is very limited.

The third and major point that will be obtained is that the public will be given the very latest streamlined equipment, thereby stimulating the business and giving a greater profit to both location and tavern owners.

Here is a three point program which is worth the efforts of all groups to combine and work for. When we say "all" groups we definitely mean the phonograph manufacturer, the jobber, and distributor, and the music operator.

The Man That Does the "White-washing"

Returning to the local setup in Los Angeles, and the local organization, I would like to tell the readers about a very important selection Southern California operators made in electing William Corcoran their president.

Some of you may recall a moving picture called "Tom Sawyer." A young ambitious lad is white-washing an old worn-out fence. He starts the job all by himself and then the kids of the neighborhood gather. They too would like to take part in the white-washing. I mention this story as a parallel to the work of William Corcoran, president of the Southern California Division. I have been in close contact with him for several months, and have watched him go from one city to another—addressing operators, attending meetings, carrying on organization work—in other words white-washing the phonograph business.

In conclusion, I would like to thank the editor of the REVIEW for being so generous in giving this space to a worthwhile cause like ours, namely to organize operators in order to bring the phonograph business back to normal. ●

Groetchen Tool

adds novelty games,
legal merchandisers.

CHICAGO.—Many a visitor to the CMMA Show at the Sherman Hotel, last month, expressed pleasure surprise at the new line of novelty games, amusement devices and legal merchandise machines which have been added to the well known Groetchen Tool Co. line of Columbia Bells and automatic payout counter games.

Groetchen's new Skill Jump game, which many believe may be termed the first successful vertical marble game, held crowds spellbound from opening to closing hours, according to report. A number of prominent jobbers and operators evidenced their high expectations for this game with substantial advance orders, after having seen the tremendous player-enthusiasm which was manifested. A number of inclined sur-

Three Objectives Necessary to Return Phonograph Operations to Normalcy

By WILLIAM NATHANSON

February 1 will mark history for Los Angeles music operators. At a meeting in the Clark Hotel an Association was completed with a state charter granted for the purpose of promoting the phonograph business and putting it on a payable basis. It will be known as the International Association of Automatic Electric Phonograph Owners, Southern California Division, affiliated with the International Association of Chicago.

E. C. Steffens, president of the International, addressed the gathering from Chicago on a special telephone hook-up. We cannot give the readers his complete talk as it would take many pages and we are limited in space; however, we will endeavor to give some points of his talk.

Steffens Talks from Chicago

I quote: "We realize that you, like all other phonograph owners in all other cities of the nation, are struggling with the obstacles of cut-throat competition, chiseling, and unethical practices so prevalent in the operating industry. Day by day, week by week, month by month these conditions are becoming more ruinous and disastrous, except in those cities where the great national movement to stabilize this industry, through the International Association, is in progress."

His speech then continued, giving a full resume of how conditions are improved in those cities where they are already affiliated with the International Association.

I quote again: "The New York local association affiliated with the International November 16, and in January their membership represented 7,788 instruments, or more than 98% of the phonographs in that city. So you may know the enthusiasm of the members of that organization. What the two largest centers in the country—New York and Chicago—have done in so short a time, to correct chaotic conditions in the operating industry that existed in those cities, and to start the profits back into the pockets of the phonograph owners, can be duplicated by the third largest, Los Angeles, if you will put forth the same concentrated effort and cooperation."

St. Louis Pitches in With Helping Hand

These are just a few excerpts from the long talk given via telephone by Steffens. Immediately after him another long distance call came in from Martin Bal-

ensiefer, business agent and secretary of the St. Louis Operators' Association. His talk was also accepted with enthusiasm. It was a message of encouragement to the gathering to put forth their best efforts and do the same as other large cities have done, namely to put the phonograph business on a paying basis.

Conditions Surveyed

The writer has just returned from an extended trip through the East, and in every city, small or large, found the same enthusiastic movements by phonograph operators. Throughout the entire United States phonograph operators are looking to the Chicago International Association to come to their aid in organizing, as it is impossible to continue phonograph operation under existing conditions.

Origin of Movement

We have been asked many questions. Who started this movement? Who is responsible for this idea? It is hard to say exactly who was the first one, but it is a known fact that one man is to be given credit for starting the ball rolling in the right direction. We refer to E. E. Rullman, the able president of the A.M.I. Distributing Company. His company operates between 10,000 and 12,000 phonographs throughout the United States, and since even the large operating company is not immune to the terrible condition in the phonograph business, he was forced to search for a way out. It was a selfish motive, true, but what was wrong with it? If he can point the way back to normal conditions, then he deserves the full credit due him.

It is Rullman and Steffens and their associates in Chicago around whom the entire national movement is now concentrated. When the Association is completed, with branches in every city of the United States, the following three major points will be accomplished:

Three Objectives

Normal operating conditions will be reestablished, putting phonograph operating again on a profitable basis. Operators will then be in a position to add new equipment which is so necessary, now more than ever, since the public is already educated to the idea of streamlined equipment in every line, and the phonograph business is no exception to this rule.

The second major point will give the phonograph manufacturer an enormous



faces, manually controlled, down which balls must roll before they can enter scoring pockets, are featured on this machine, and it was evident that on-lookers got about as much fun out of watching as the player did himself. A fine job of designing is said to have been done on the new Skill Jump which

was shown in two models, one with a colorful ski-spot background, the other with an ornamental playing field called Balance the Budget.

Sky Fighter is the name of a realistic-looking anti-aircraft machine gun which had customers standing in line to play it. Player directs a searchlight on an

attacking squadron of airplanes and at the same time shoots the coin operated machine gun, firing 250 shots for a nickel. Every shot and every hit is registered as targets light up for each hit. Sky Fighter is entirely different from the ray-guns popular a few years ago, as it is entirely mechanical in operation.

The new Metal Stamper shown by Groetchen at the Show commanded much interest, especially from financially responsible operators looking for permanently safe yet profitable equipment to operate. Full facilities of the Groetchen plant are being turned over to producing this novel name-plate machine which enables the customer to stamp 32 letters or figures on an attractive metal disc. Among the many uses are: identification tags, social security tags, key ring tags, tags for luggage, golf bags, souvenirs and other purposes.

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